

# Simplicity

fashion magazine  
women who sew

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50  
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Winter 1961  
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4072



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# Simplicity

*the fashion magazine* for women who sew



**Front and Back Covers:**

4072: a brilliant duet . . . the slim dress of electric pink worsted double knit wool with its own cardigan coat of green brushed wool, both with stitching detail. Extra pattern dividend: the matching scarf. Both, Simple-to-Make. Sizes 11 to 18. 65¢. Wools by Milliken. Coat lining, Milium by Earl-Glo. La Mode buttons. Matching beret by John Frederics.

## FALL-WINTER 1961 PATTERN BOOK

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To make the fur collar on page 87 send a stamped, self-addressed envelope to Simplicity Pattern Co. Inc., Dept. F, 210 Madison Avenue, New York, N.Y.

#### **MOST EXCITING**

- COLOR NEWS**
- IN SEASONS:**
- IN SIMPLICITY'S**
- SPRING ISSUE,**
- ON SALE**
- JANUARY 15.**

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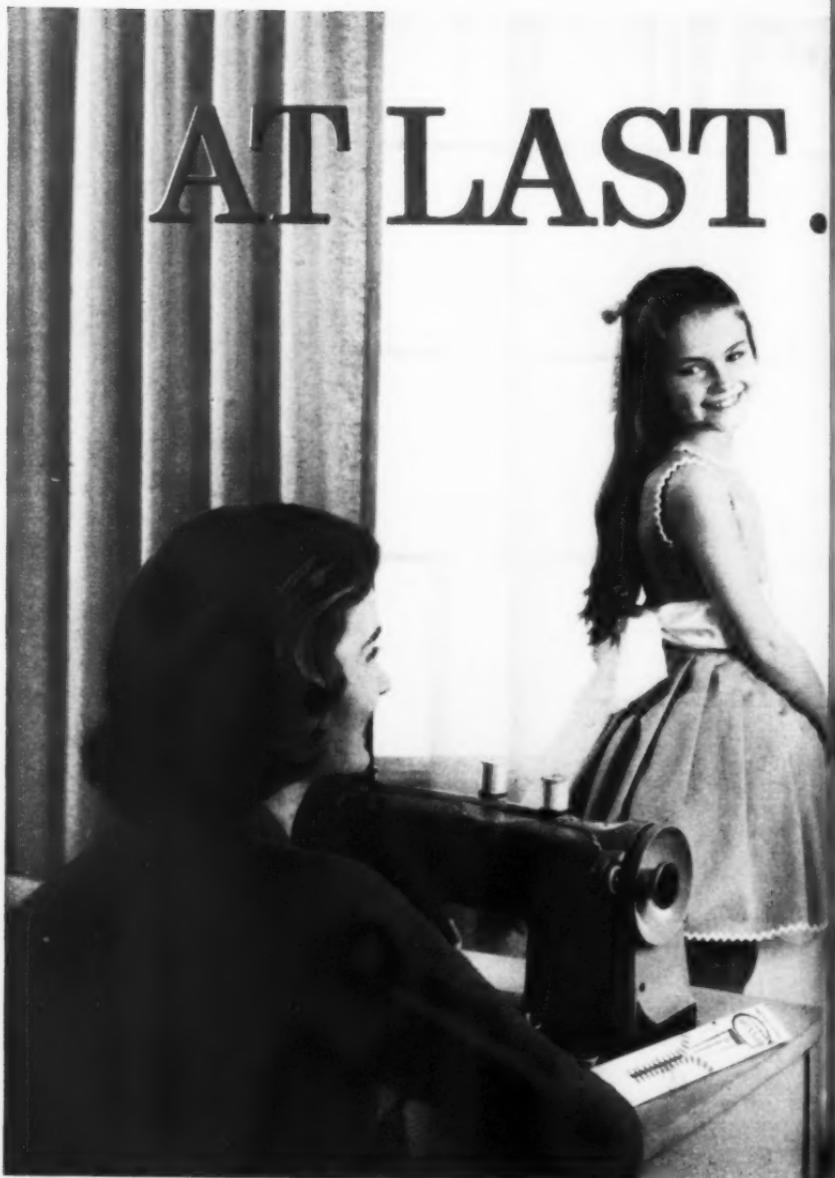
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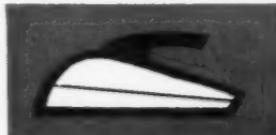
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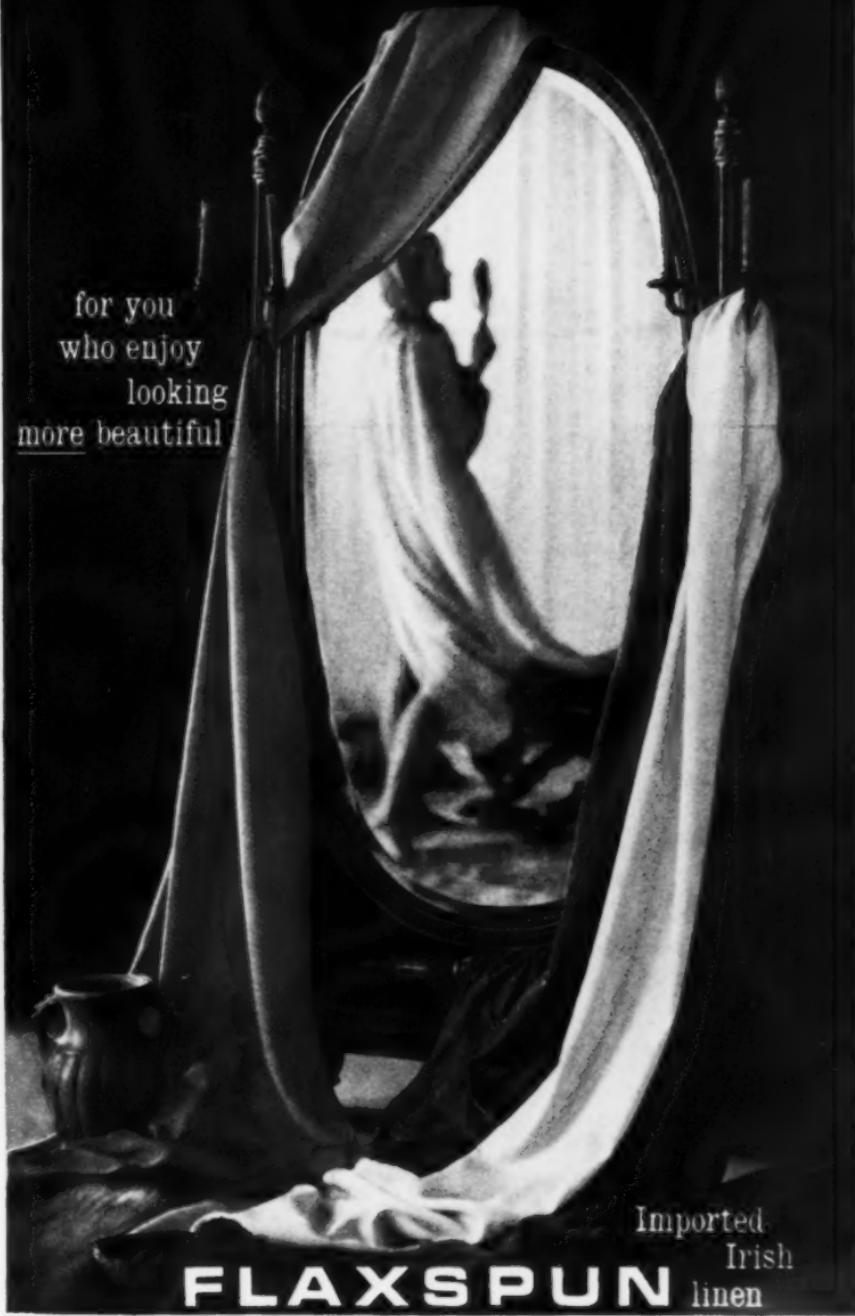
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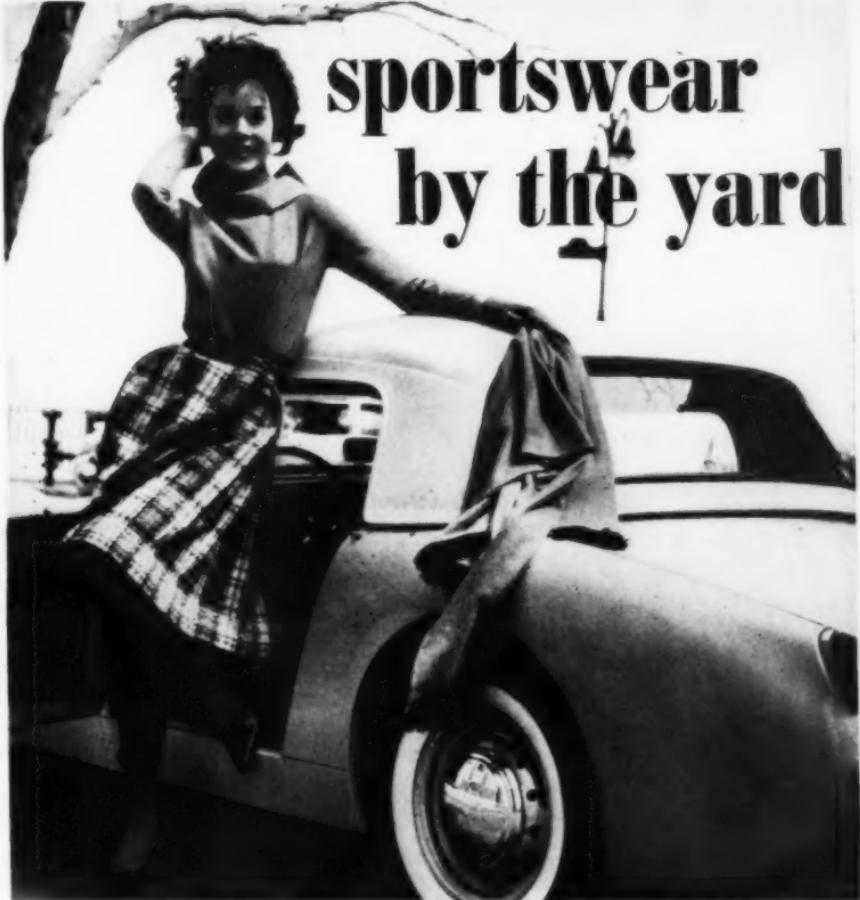
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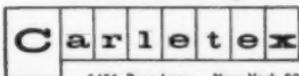
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ALONE**



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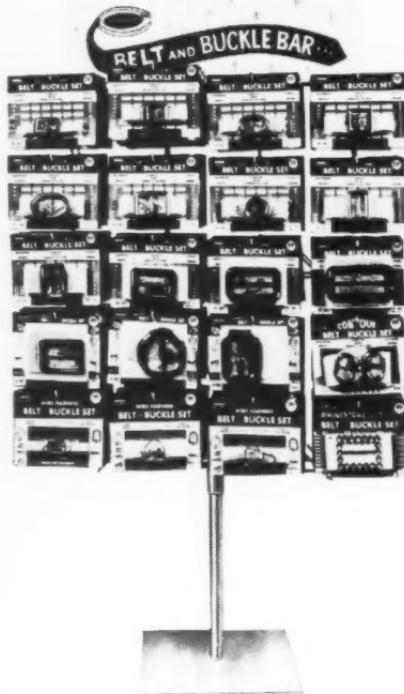
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# HOLIDAY GIFT DIRECTIONS

*For ideas on pages 170 through 183*

**Page 172 — Curler Cap.** Cut a circle 21" in diameter. Make a narrow casing around the edge with a strip of bias. Starting at top center, sew on lace in rows about 2" apart, using about 6 yards of lace. Run 20" of hat elastic through the casing and knot.

**Page 172 — Cosmetic Case.** Cut 2 11" by 8" rectangles of fabric, 2 of lining. Stitch lining and fabric together  $\frac{1}{4}$ " from each edge. Press under  $\frac{1}{4}$ " on one long edge of each piece. Sew pressed edge to tape of a 9" zipper, which is positioned 1" from each end of fabric. Sew close to edge of fabric, close to teeth of zipper. Wrong sides together, stitch the rectangles together in a  $\frac{1}{4}$ " seam. Trim seam to  $\frac{1}{8}$ ". Turn bag inside out. Stitch sides again to encase raw edges. Turn bag right side out and press.

**Page 174 — Rick rack and bells.** Cut 2 9" by 27" strips of cotton. Seam together to make a strip 9" by 54". Stitch on rick rack in rows spaced  $\frac{1}{2}$ " apart. We used 4½ yards of Wright's Baby Rick Rack in silver, 3 yards of regular rick rack in orange, and 3 yards of Metallic Accented Rick Rack in yellow/silver. Wrong sides out, fold in half lengthwise. Stitch, making ends pointed. Leave an opening to turn. Clip seams, turn right side out, press and hand sew opening. Sew bells on the ends.

**Page 174 — Zig-Zag belt.** This takes 3 yards each of two colors of Wright's Jumbo Rick Rack, and 1¼" wide belting cut to waist measure plus 7". Cut rick rack into 1 yard lengths and interlock

point of one color under curve of second color. Stitch rick rack to belting, overlapping points of previous row. Tack under ends. Attach buckle.

**Page 175 — Fringed sash.** You'll need 8 yards each of two colors of Wright's Double Fold Bias Tape, and a piece of 1½" wide belting, cut 2" smaller than waist measure. Cut the tape into 2 yard lengths. Center belting on first length of bias tape. Bind edge of belting with it, stitching tape edges together at the same time. Stitch each succeeding row of tape to belting, overlapping preceding row. For last row, stitch tape to belting on crease, fold to wrong side, tack. Knot tape ends.

**Page 175 — Mad money belt.** Cut 1 package of Wright's Bias Tape into 3 equal lengths. Braid tape lengths together, leaving about 4" of each piece unbraided. Pin ends, pull taut, and press on one side. Stitch across tape at end of braid. Glue ends between two pennies.

**Page 176 — Colorful hangers.** Cut off the bulky toe, heel and top of 3 worn nylon stockings. Stitch together. Wrap tightly around a wire hanger. Stitch ends securely. Wrap Wright's Bias Tape tightly over top of the stocking. Stitch end securely at neck of hanger. Trim as desired.

**Page 176 — Shopping bag.** Cut a rectangle of fabric 14½" by 24½". Cut pocket 5" by 6". Turn inside  $\frac{1}{2}$ " on all edges of pocket and press. Top stitch pocket in place, 2" from bottom edge,  $\frac{5}{8}$ " from open side, on a single thickness of rectangle. Stitch pocket again 1" from edge to make a pencil holder. Fold large

rectangle in half to make a bag  $14\frac{1}{2}$ " by  $12\frac{1}{4}$ ". Stitch open side together in  $\frac{1}{4}$ " seam, wrong sides together. Trim seam to  $\frac{1}{8}$ ". Turn bag to right side. Stitch seam again. Turn under top edge  $\frac{1}{4}$ ", turn again  $\frac{3}{4}$ " to form hem. Stitch. Cut two handles  $14\frac{1}{2}$ " long by  $2\frac{1}{2}$ " wide. Press under  $\frac{1}{4}$ " on all edges. Fold in half lengthwise, and top stitch close to edge. Place handles  $2\frac{1}{2}$ " from seam edge on one side,  $2\frac{1}{2}$ " from fold on other side. Stitch. Right sides together, stitch lower edges together  $1\frac{1}{2}$ " from raw edges. Stitch again  $\frac{1}{4}$ " from first stitching. Fringe to stitching.

**Page 177 — Velvet headbands.** You'll need about 22" of  $1\frac{1}{2}$ " to 2" wide ribbon, 6" to 8" of round elastic. Turn under raw edges of ends of ribbon  $\frac{1}{4}$ ", turn under again  $\frac{1}{2}$ " and stitch. Push elastic through open hem ends. Tie elastic in knot, hide knot in hem. Trim as desired.

**Page 178 — Trimmed bib.** The bib is made from a terry face cloth, trimmed with Wright's Striped Bias Trim. Fold the face cloth in half, cut the neck curve  $4\frac{1}{2}$ " wide by  $1\frac{1}{2}$ " deep. Bind neck curve, leaving 12" of binding for tie strings. Mark 3" up from center bottom edge. Stitch down left side of V to this point, then right side over point and straight to lower edge. Add pockets and 2 buttons.

**Page 181 — Striped necktie.** Cut 25 strips,  $1\frac{5}{8}$ " wide by 5" long of one color, 23 strips of a second color. Sew alternate strips together in  $\frac{1}{4}$ " seams. Press each seam open. You should have a piece 56" long by 5" wide. Use pattern 3660, omitting seam in the middle and the interfacing. Sew and finish as primer indicates.

**Page 182 — Terrycloth placemat.** From a terrycloth dishtowel, cut an oval

approximately 19" by 15". Sew Consolidated's fringe edging on top of raw edges of terry cloth around the oval. Two rows of stitching,  $\frac{3}{8}$ " apart hold the edging more securely. You'll need about  $1\frac{3}{4}$  yards of trim per placemat.

**Page 182 — Felt tablecloth.** Measure the diameter of your table, plus the height of the table off the floor. The diameter plus twice the height of the table will give you the size of the circle you will need. Don't forget to allow for the depth of the fringe. Cut the circle from the felt, and top stitch the Consolidated fringe around the edges. Felt is usually 72" wide. If you need more than that width to make your circle, you will have to buy twice the yardage and seam the felt. Be sure to place the seam so that it is not on the surface of the table. Overlap the edges of the felt and top stitch together. Then cut the circle and stitch the trim.

**Page 183 — Wreaths of rick rack.** These wreaths are made from Wright's Jumbo Rick Rack in Hunter and Emerald Green, 6 yards of each for the large size, 2 yards of each for the small. Interlock the two colors of rick rack. Starting at the outer edge of a Pellon circle — 13" in diameter for large, 3" in diameter for small — stitch interlocked rick rack in circles. Overlap rows. Continue until you use all the rick rack. Cut away the center. Add a bow and ball-fringe berries.

**Page 183 — Indian Head placemat.** Indian Head Christmas prints and plains come in 54" widths. Divide width of fabric into 3 18" sections. Cut length of fabric into 15" pieces. You'll need  $1\frac{3}{4}$  yards for 12 placemats or napkins. Turn under  $\frac{1}{4}$ " on each side, turn again  $\frac{1}{4}$ ", and machine stitch. Or stitch  $\frac{1}{2}$ " from edge on four sides, and fringe.



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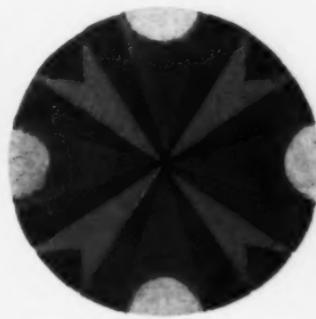
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## FALL FASHION ARRIVALS

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FALL  
FASHION  
ARRIVALS

*The eased look,  
accomplished by the  
gently fitted and  
notched jacket . . .  
made memorable by the  
unexpected, brilliant color . . .  
the ensemble effect  
heightened by the  
skyscraper hat . . .  
an added touch of chic:  
the crocheted buttons . . .  
all a perfect background  
for the ivory and gold  
flower pin,  
the ivory necklace.*

Evident Ease  
Velvet Hats  
Electric Pink  
Notched  
Jackets



4093: suit with two hidden surprises, a pocket behind each off-side skirt seam. The eased, slightly longer jacket, enhanced with La Mode crocheted buttons. Sizes 11 to 18. 65¢. Nubby textured wool by Anglo. Brown velvet hat, John Frederics Charmer. Jewelry, gold and ivory, by Nettie Rosenstein.

FALL FASHION ARRIVALS



4115

One-Color Look  
Bloused Bodices  
Bold Stitching  
Collarlessness

*Newest color idea...rusty orange,  
topped by the same color hat,  
toed by the same color shoe.  
In between: a bloused two-piece  
dress margined with bold  
stitching...handsome  
background for a large  
gold-button necklace.  
The pagoda hat is easy to wear  
and lends the finish necessary  
for this "custom" look.*

4115: two parts with the look  
of one . . . a camisole-topped,  
cut-on-the-bias skirt and a  
boldly stitched, bloused top.  
Sizes 11 to 18. 65¢. Warm rust  
wool and fur blend by Abraham  
Shapiro & Son. Rust velour hat,  
John Frederics Charmer.  
Rust pumps, Pappagallo.





*Here, the understated dress that takes the new accessories . . . the fur muff, practical as it is pretty . . . the duet of coins newly pinned to the lowered waist. Here, too, the uncollared look, for new grace at the neckline and to show off the new cropped hair styles . . . the feminine look emphasized by the easy movement of pleats.*

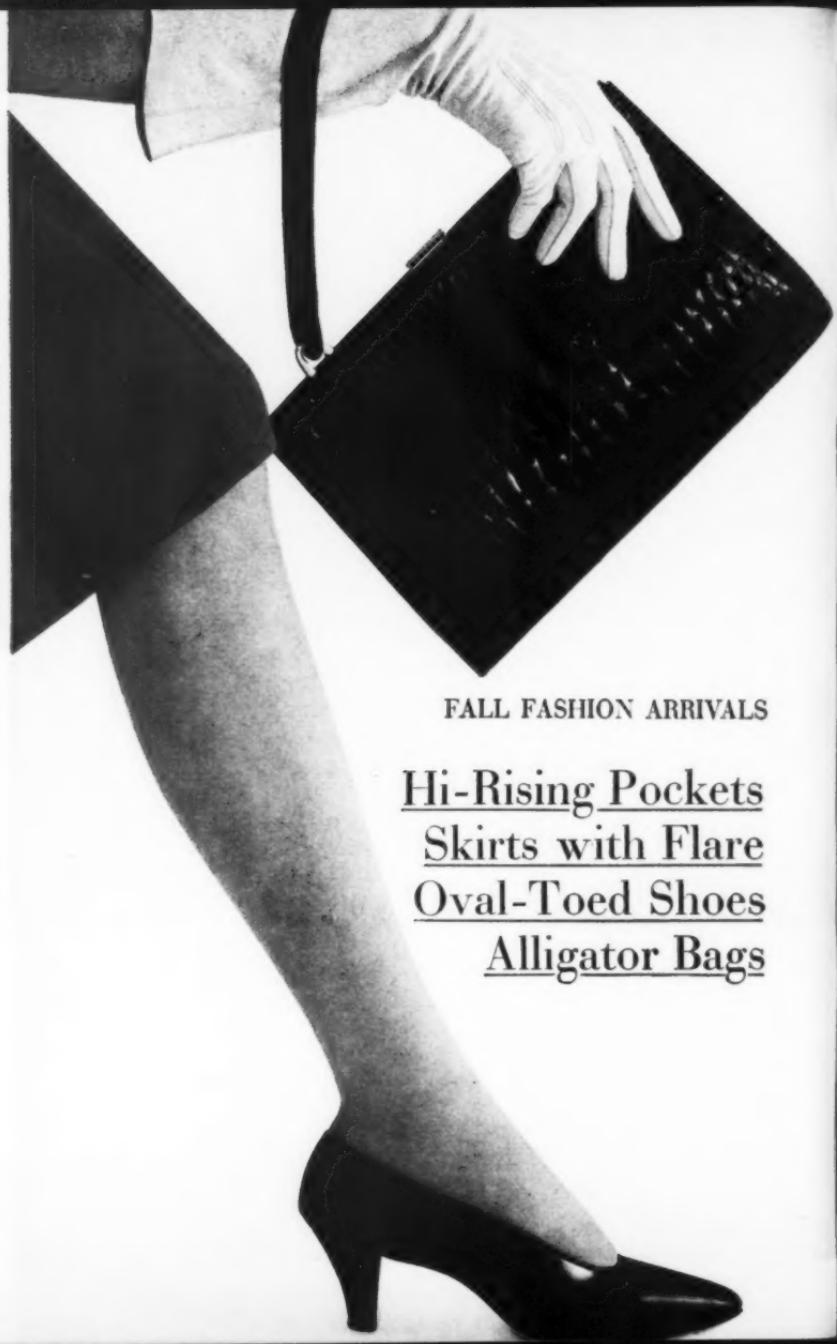
#### FALL FASHION ARRIVALS

## The Muff Inching-Down Waistline Flurry of Pleats

4034

4034: dress with lowered waistline, swinging out in a flurry of pleats. Sizes 11 to 18. 65¢. Rayon and Acrilan acrylic crepe by Crown. Leopard muff, Winter Furs. Gold coins by Nettie Rosenstein. Kislav gloves.





FALL FASHION ARRIVALS

Hi-Rising Pockets  
Skirts with Flare  
Oval-Toed Shoes  
Alligator Bags

*High-rising pockets on  
the new easy blousing of the  
bodice are an important  
fashion note. In keeping with the  
soft, easy lines of the skirt:  
the oval toe shoe . . .  
the alligator bag, classic  
fashion with this season's  
longer handle. The whole  
casual approach is topped  
by the simple cloche for  
the easy-to-manage hair-do.*

4116: high-pocketed dress with  
gently bloused bodice, fluid  
bias-cut skirt. Sizes 9 to 18.  
65¢. Wool doeskin flannel  
by Schlang. Black pumps by  
Pappagallo; Coblenz bag.  
Profile felt cloche by Emme.  
Backviews, page 184;  
yardages, page 188;  
shopping information,  
page 191.

4116

# LATE EDITION KNITS

Knits—the new essential in every fashionable wardrobe—are suddenly, abundantly accessible by-the-yard over any fabric counter in the country...ready to be shaped, with your own scissors and sewing knack, into handsome designs with non-stop wearing appeal. Woven crinkly or flat, spun with stripes or flowers, knit fabrics are a brilliant contribution to every chic, well-planned wardrobe, whether they're:

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CONTRASTED  
BRIGHTENED**

or triumphantly **STRIPED** all the way. Opposite, 4070: the very essence of casual knitted looks — color that vibrates, stripe for stripe, and an eased dress shape that rolls its collar, drops its shoulders and barely skims the body. Simple-to-Make sizes 9 to 18. 50¢. About \$16.90 to make in Lawford wool knit, with Super Siri underlining. See p. 105 for specific instructions in handling knits.



4070



4090

LATE  
EDITION  
KNITS

## TEXTURED

Opposite, 4090: a warm and spicy orange knit that's most notable for its bulky surface, its turtle neck, its skinny sashing of a hip-bone waist. Sizes 9 to 18. 60¢. About \$18.60 to make in Lawford's bulky wool knit with Pellon All-Bias underlining. Final touch-up, Coty's Sunset Orange lipstick.

Right, 4089: top brass, this smoothly textured cinnamon knit... cut with strict attention to jumper line, the front paneled, and buttoned on the double. Sizes 11 to 18. 65¢. About \$22.20 to make in double knit Heller Jersey with Pellon All-Bias underlining. In addition, Smartere's colored cotton knit.



4089

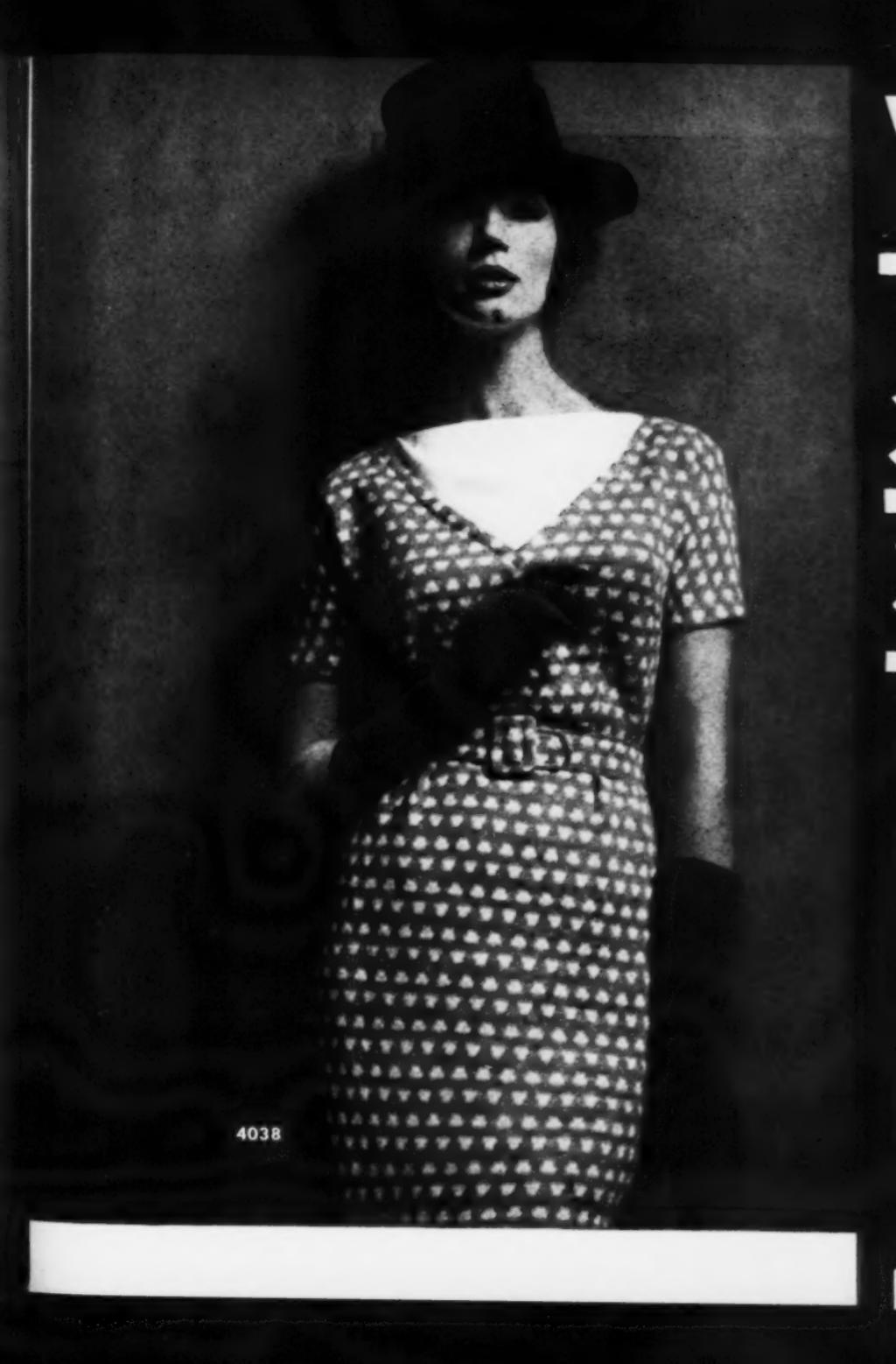
LATE  
EDITION  
KNITS

## FIGURED

This page, 4046:  
budding from paled  
beige — star-flowers  
seasonably knit  
for a Parisian-looking  
twosome, the top  
importantly curved.  
Sizes 9 to 16. 65¢.  
About \$25.80 to make  
in Milliken wool  
knit matelassé, with  
Veriform underlining.

Opposite page, 4038:  
polka-dots knit into  
a softened beige sheath,  
its V-neck draped with  
a white knit insert. Sizes  
11 to 18. 60¢. About  
\$17.60 to make in  
Lawford wool novelty  
knit, with Veriform  
underlining. More  
subtlety, Coty's Rose  
lipstick, lightly applied.





4038



## LATE EDITION KNITS CONTRASTED

Left, 4080: a crunchy knit, its vintage colors spliced with contrasting white and cropped to sweater length. Sizes 10 to 18. 45¢. About \$11.90 to make in Lawford wool knit with Capri underlining. Purple wool skirt, 4163, sizes 24 to 32. 45¢.

Opposite, 4026: the beautiful contrast here — a subtle change of the knit itself, ranging from the flat, double-knit wool of the yoked dress to the lacy, air-knit look of the jacket. Sizes 11 to 18. 65¢. About \$31.80 to make in Heller Jersey knits, with Capri underlining. Match-making, Coty's Flamingo Pink lipstick.



4026



LATE  
EDITION  
KNITS

## BRIGHTENED

Left, 4030: new look for knit, this vivid length of paprika, deeply yoked, shaped by its sash and destined for important occasions. Simple-to-Make sizes 11 to 18. 60¢. About \$11.80 to make in Crestwood knit with Mistex underlining.

Opposite, 4031: innocent but for its bright ribbon of orange — a dress pared to an essential grace of gathers, in purest white wool, double-knit. Simple-to-Make sizes 10 to 18. 50¢. About \$17 to make in Milliken knit with Mistex underlining and Consolidated woven ribbon.

4030



4031

Here, two versions of 4144, a Simple-to-Make dress to emphasize the tiny figure, with its fitted bodice and ruffled sleeves.

**RIGHT:** the late-day version in fluid wool crepe, scooped low at the neck and with a deep skirt ruffle. Fabric, Forstmann.

**FAR RIGHT:** bright up-and-down Roman stripes add height to a petite figure.

Pretty contrast: the horizontal band circling the skirt.

Both views, sizes 3 jp to 11 jp.

60¢



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*Specially for*  
**JUNIOR  
PETITES**  
*5'1" and under*

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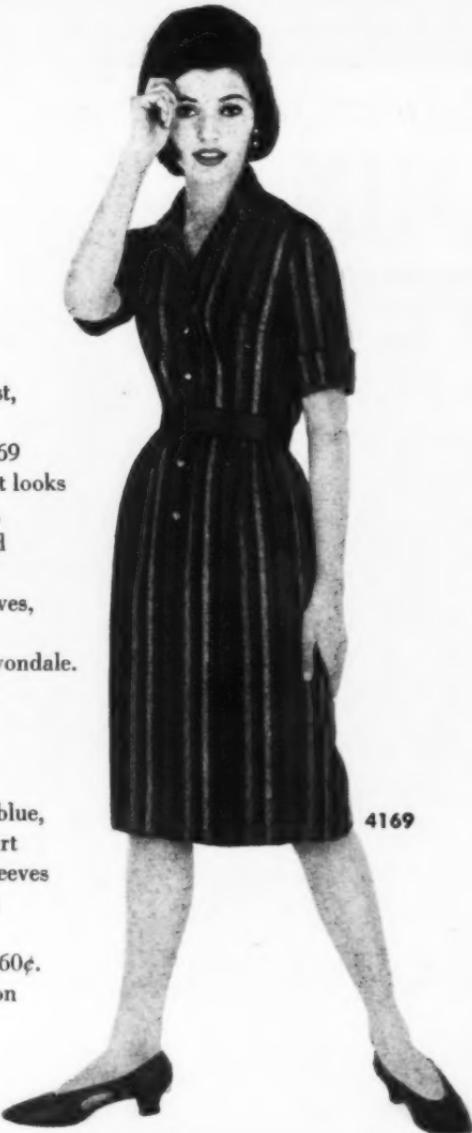
*Introducing  
another Simplicity firm  
fashion  
especially designed  
for the  
junior petite  
figure, 5'1"  
and under.  
On this and  
the following page  
are the first  
four of these  
specially sized patterns  
with more to follow  
in the months to come.*



The classic shirtwaist,  
favorite for every  
size range; here, 4169  
in two very different looks  
for the junior petite.

**RIGHT:** slim-skirted  
transitional dress  
with casual roll-sleeves,  
in bright dobby  
cotton stripes by Avondale.  
Contour calf belt  
by Calderon.

**FAR RIGHT:**  
the late-day dress  
in a brilliant azure blue,  
its softly pleated skirt  
and longer cuffed sleeves  
especially attractive  
for a petite figure.  
Sizes 3 jp to 11 jp. 60¢.  
Fabric, Avisco rayon  
by Folker.  
Her lipstick,  
Precious Pink  
by Coty.



4169

Spec  
**JUNIOR PETITES**  
5'1" and under





On these pages, 4146,  
the double-futured  
dress-and-jacket ensemble.

**FAR LEFT:** a slim belted sheath,  
venturing forth without  
its jacket, in a rose-blooming  
double knit worsted  
by Heller Jersey.

The handsome mocha colored  
leather bag, by Greta.

**LEFT:** the dress,  
with its notched, boxy jacket,  
could fool Sherlock Holmes  
into declaring it a suit.

In double knit worsted  
by Wyner Jersey,  
bound with four yards of jet  
black wool braid by Franken.  
In sizes 3jp to 11jp. 65¢.



*Specially for*  
**JUNIOR  
PETITES**  
*5'1" and under*



*Specially for*  
**JUNIOR  
PETITES**  
*5'1" and under*

Here, the indispensable day-to-day dress, 4145, with a choice of three skirts.

**FAR LEFT:**  
knife-pleated version  
in crisp Arnel and rayon  
crepe by Fabrex.

**LEFT:** a fluid bias skirt  
set on the same bodice,  
in an orange textured  
wool by Fabrex.

**RIGHT:** slim as a reed,  
the perfect foil  
to show off  
a petite figure, in  
bright red tweed.  
Crestwood fabric,  
a blend of  
worsted  
and Orlon.  
Sizes 3jp  
to 11jp.  
65¢.



Specially  
**JUNIOR**  
**PETITE**  
5'1" and under



## New coat in two hours

At 10:00 A.M., Mrs. Cunningham began making this Simple-to-Make coat, 4072. Just before noon she was completely finished, except for the final pressing. By 12:30 P.M. she had changed from the slacks and sweater she likes to sew in, to a chic black dress, and fully groomed, hurried to a luncheon meeting wearing her brand new coat. Mrs. Cunningham unwittingly devised a number of shortcuts to sewing, some which you may want to adopt yourself. Most fascinating to us, though, is her breezy, straightforward approach to sewing a winter coat. "What's there to be nervous about," she asked. "You just sit down and whack it up!" And that's exactly what she proceeded to do.

When we heard that Mrs. Alma Cunningham had made herself a fully-lined winter coat in two hours, we could hardly believe our ears. When we learned that this was her very first sewing project, we were even more intrigued. We asked Mrs. Cunningham if she would show us, step-by-step, exactly how she does it. The pictures here tell her story.



2

Mrs. Cunningham prefers to work on the floor. "I can really tackle the fabric better that way," she explains. After smoothing out the fabric with her hands, she lays out the pattern pieces, carefully pinning them in place. She cuts out the pieces sitting on the floor, often using her feet to keep the fabric in place. This entire operation took her exactly twenty minutes. The next step was to spread out the interfacing, again smoothing it on the floor with her hands, and cut out the Armo pieces, pencilling in "left front," "right front," etc., as she went along. "This is the one step that always makes me nervous," Mrs. Cunningham noted. "I would hate to get the pieces mixed up." But without a moment's hesitation, she matched the interfacing to the coat pieces and pinned them together, ready for stitching. Time so far: fifty minutes.

3



4



5

53



6

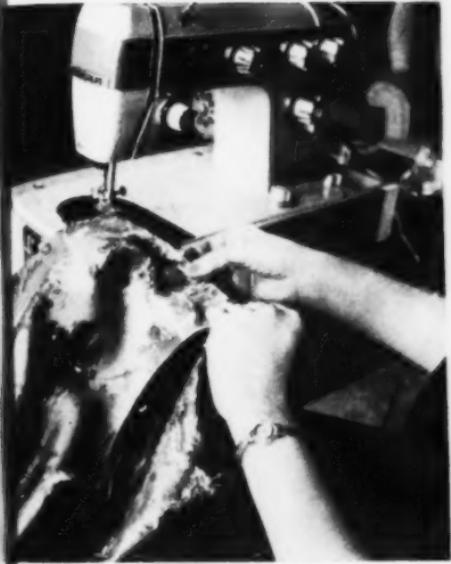


7

Now comes the first pressing of the fabrics, as Mrs. Cunningham steam-presses the shell she has just stitched together. Turning it right-side out, she takes obvious delight in her progress. The coat is uncollared with a stitched-open seam detail for yoke emphasis. Mrs. Cunningham has selected a paprika-red wool by Anglo, with a brilliant silk lining which she promptly prepared to cut out. Again, she tosses the fabric in place on the floor, pins the pattern in place and cuts her lining pieces. She has bought enough of the lining fabric to make the sheath dress which is included in the pattern . . . her first dress project. "If you can read directions, you can sew," Mrs. Cunningham firmly believes . . . and she's absolutely right!

9





10



12

The lining parts are stitched together and pressed with a cool iron. Mrs. Cunningham then pins and stitches them in place in the coat shell. Time so far: one hour and 20 minutes. Mrs. Cunningham so far has worked uniquely by her own methods. One ordinarily works at a table rather than on the floor — and usually one would press both the pattern pieces and the fabric before cutting. Too, Mrs. Cunningham has found the grain line by eye. In spite of her methods, however, the coat is taking shape very nicely, and will make a very important addition to her wardrobe.

13



After stitching the lining to the coat, the hand work begins. Mrs. Cunningham's New Home sewing machine does such a marvelous job of blind stitching that her lining hem was machine-stitched. The sleeves and coat hem, however, are done by hand. Although the pattern calls for three button holes, Mrs. Cunningham preferred to make only one by leaving an opening in the seam which encircles the coat. The button was sewn on, and a steam-pressing finished the job. Time: exactly two hours from start to finish. We asked Mrs. Cunningham if we could photograph her coat as she had accessorized it, with a sable scarf and beret by Winter Furs. The results, opposite, were very gratifying.



14



15

*Mrs. Cunningham's method will not be found in any sewing primer. However, her forthright approach to sewing is one which we admire tremendously. Every woman who approaches sewing enthusiastically as a creative challenge can take more pleasure in her work, and have fun inventing imaginative shortcuts.*



4072

**K**nowing where you stand is essential in playing the game of fashion. But sizing yourself up is no longer the simple problem of using a measuring tape. Gone are the rigid old rules of tall and short dressing. Now you must assess your personality quotient as well. Given one proportioned design, adjustable to your particular measurements; you're saved a dozen fitting problems . . . but it's still up to you to select the fabric that will do the most for you! If you're willowy, be proud of it; let your light shine in dramatic prints and plaids. If you are petite, don't hide it; complement your height with new concepts in color. Coming up, the revealing facts of one proportioned pattern made for two opposite figure types. See how the right fabrics, and the right accessories can help you develop a high personality quotient. **Opposite, 4136:** a town suit, the jacket semi-fitted over a gored skirt, culled from autumn's newsiest pinks. For the shorter girl, it's rosy and collared with pretend-fur . . . for the taller girl, a smashing plaid does it! Sizes 10 to 18. 65¢. Wools: Lawford; Forge Mills. Backviews, p. 184; yardages, p. 188; shopping info., p. 191.

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**A matter of**  
**PROPORTION**

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**This page, 4037:** a bright fashion bet this fall, the easy-come, easy-go overblouse — kimono-sleeved and cropped above a slim skirt . . . the tall version in high-color printed corduroy with an upstanding rim of collar; the small, in clear geranium bouclé with a jot of sash. Sizes 10 to 18. 60¢. Concord corduroy. American Silk Mills bouclé. Ribbon beret, Esperance.

**Opposite, 4138:** the sheath known as Basic — simply uncollared and sleeved beyond the elbow . . . an answer for tall dressing-up in sun-flowered worsted challis, its extra overskirt back-buttoned for a tunic effect. For the small girl, it's a total success as the little black dress, cut straight from the shoulder, in silk worsted. 10 to 20. 65¢. Maxwell fabric. Vogue jet beads.



DERUJINSKY

4037

4037

A matter of  
**PROPORTION**



4138

4138

A matter of  
PROPORTION

4054

4054

4055

4055



**Opposite page, 4054 and 4055:** the easy-day shirt and skirt ensemble—the tall girl's, emancipated with unpressed pleats and a monogrammed overblouse, tied at the waist; the petite girl chooses a neat boxing of pleats and a blouse softened by its middy neck-tie, its tucking-in. Both in blouse sizes 12 to 40, waist sizes  $23\frac{1}{2}$  to 32. 50¢ each. Skirts from Weil & Schoenfeld hand-washable blends. Blouses from Abbot matte jersey.

**Below, 4051:** the raglan-sleeve sheath, side-tracked by a collar that buttons off-center... for the tall, a bravura kind of plaid with more sleeve; for the shorter girl, a shaft of brilliant green. Sizes 10 to 18. 60¢. Both woolens, Forge Mills. Pumps, Mademoiselle and Capezio. Kislav gloves,



4051

4051

The

*art of velvet*

4104

3257

Making a spectacular entrance now — the most dazzling fabrics for after-dark! Here, see velvet's bid for artistry.

**Left, 4104:** rosy velvet in a sleeveless blouse and cardigan, pailleted with jet beads, over a stem of skirt. Beading information, page 192. Tops, Simple-to-Make, 10 to 18. 50¢. Martin velvet. Wool skirt, 3257, proportioned sizes  $23\frac{1}{2}$  to 32. 60¢. Schlang fabric.

**Opposite, 4137:** a sliver of winter rose velveteen, sleeveless and starkly simple — perfect foil for jewels. Proportioned sizes 10 to 18. 50¢. Amity velveteen. Shoes by Mademoiselle.

*evenings*



4137

*The art of*



HELBURN

4036

**brocade evenings**

Brocade's most winning deception — its way of looking most elegant when matched to the simplest of dresses.

**Opposite, 4036:** perfect background for champagne evenings . . . a pale, luminous brocade afloat with blooms, shaped to a bare-necked dress with fitted bodice, a fluid, tie-closed jacket. Sizes 10 to 18. 65¢. Olympia brocade.

**Right, 4046:** in the star gazing tradition — shimmering brocade, its line a pure stroke of genius from bare-armed top to tapering skirt. Sizes 9 to 16. 65¢. Onondaga brocade. Her starry eyes, a subtle shadowing of Maybelline's Amber Brown. Kramer "gold" necklace.

4046



*The art of silk*

The lavishments of silk are many, endowing any dress with a softened ease that is quite frankly romantic. **Left, 4023:** a hothouse floral, warp-printed with blue roses and fresh-cut for a briefly stated dress with its skirt curved like a bud. Sizes 10 to 18. 65¢. A. P. Silk ottoman. White wrist-length kid gloves, Kislev. **Opposite, 4022:** clearly a case of color, this teal silk — shown to its purest advantage in a short sleeved and scoop-necked sheath. Sizes 9 to 18. 60¢. A. P. Silk ottoman. Talon zipper. Accenting the teal, Coty's Flamingo Pink lipstick.

*evenings*



4022

The art of



4130

3933

*satin evenings*

Satin is its own reward, creating as much of an evening mood as any jewel in the queen's crown. Long *or* short, it spells elegance!

**Opposite, 4130, 3933:** the rich colors of Polynesia take on a new sophistry in this ankled, satin-printed skirt, wrapped with a chic topping of ebony matte jersey. Top, sizes 10 to 18. 50¢. Rosewood jersey. Skirt, sizes 11 to 18. 65¢. Maxwell satin print.

**Right, 4037:** burnished like bronze, a two-piece dress shaped with considerable restraint, but for a single bow at the hip. Its surprise — antique-orange binding. Proportioned sizes 10 to 18. 60¢. Onondaga satin. Dramatic, Cardinal Red lipstick by Coty.



4037

*The art  
of glitter evenings*



4028

All that glitters may be gold or a wonderful print, gold-threaded... whichever way Midas touched it, the glamour's built-in for you.

**Left, 4028:** the secret's in the surface — a most simple suit, suddenly dramatic as a satin jacket and skirt, played off against its own lamé overblouse. Sizes 11 to 18. 65¢. Couleur satin. Lawrence & Klauber lamé.  
**Opposite, 4112:** a notable dress for its rose-petal brocade, sunlit with gold thread, its deep-slash pleat. Sizes 10 to 18. 65¢. A. P. Silk brocade. Her eye-shadow complement, Violet Shadow by Maybelline.



4112



...because Simplicity fashions are designed to complement the sometimes unbelievably diversified activities of American families everywhere. To illustrate the point that Simplicity is, indeed, "one of the family," we present a family of Simplicity users . . . Mrs. Barbara R. and her two delightful daughters, Nadia, eight, and Maria, four.

Beginning with the relatively rare moment of quiet, opposite, the three R.'s are seen in a variety of typical activities.

RIGHT, NADIA in 4157: the lowered waistline, beautifully adapted for a young girl, in this attractive cotton gabardine jumper with pleated skirt. Blouse has button cuffs, a ring collar. 7 to 14. 45¢. Both fabrics, Crompton. CENTER, BARBARA in 2195: gleaming white silk broadcloth blouse with French cuffs, monogrammed in red. Sizes 12 to 44. 45¢. Fabric by Crestwood. Bac-A-Brand buttons. Skirt, 4131: a handsome wool tapestry skirt with box pleats back and front. Sizes 24 to 30. 45¢. Crestwood fabric. FAR RIGHT, MARIA in 4064: suspended and pleated corduroy skirt with its own pretty, round-collared blouse, a tinier version of Nadia's. Sizes 2 to 6. 50¢. Maria loves wearing the same color combination as Nadia, the closest Barbara likes the girls to dress alike. Fabrics by Crompton.





It's 8:15, and all three are beautifully prepared for a normally busy Friday, each in a Simplicity fashion exactly right for what lies ahead. Nadia is in the finals of her third-grade spelling bee, and after school she has her much-beloved ballet lesson. Maria has a half-day of nursery school and then is going to a friend's house for lunch. After she does the week's marketing, Barbara is looking forward to a few hours of her favorite diversion: antique hunting.

**BARBARA** in 4110: *her favorite day-to-day topping in dramatic make-believe calfskin...a versatile car coat in a finger-tip length with two roomy pockets. Sizes 10 to 20. 65¢. She wears it with 3257, a slim skirt in brown wool. Proportioned sizes 23½ to 32. 60¢. Both fabrics, Burlington. The midcalf boots by Red Ball.*

**NADIA** in 4156: *handsome two-pocketed coat with raglan sleeves, brass buttons. 7 to 14. 50¢. Green jersey laminated to ScottFoam. Fabric by Burlington.*

**MARIA** in 3654: *play-ready duet of slacks and pocketed, flaring coat. 1 to 6. 50¢. Green and red checks, cotton laminated to ScottFoam, by Galey & Lord.*



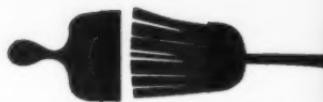


4110  
3257

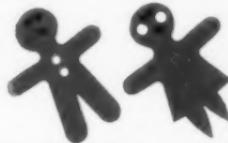
4156



4053



It's an "inside" Saturday for Barbara and her daughters. With all three busily working (Maria plans to wash her doll's wardrobe), Mr. R. will come home to a gleaming house, happy family and freshly baked cookies.



LEFT, 4053: *Barbara R., in her chore-conscious shirt-to-the-knee. This attractive shirtduster has practical roll-up sleeves and buttons easily down the front. Sizes 9 to 16. 60¢.* The orange corduroy is by Reeves.  
RIGHT, BARBARA in 4129: sea-green jersey tunic and multi-colored cotton tapestry tapered slacks. 9-16. 60¢. Wyner jersey; cotton tapestry by Dan River.  
NADIA in 4061: blue-green cotton plaid shirtdress with raglan sleeves and initialed tab. Sizes 7 to 14. 45¢. Fabric, Dan River.  
MARIA in 4065: dress with charming apron effect. Sizes 1 to 6. 45¢. The plaid and turquoise cottons are by Dan River.





Barbara loves to bowl, has even beaten Mr. R. once or twice. He claims it's proof of what an excellent teacher he is. And he's undoubtedly right since his newest pupil, Nadia, made her first two strikes in a row the afternoon these pictures were taken.

Barbara used to buy all her sports clothes ready-made, but last summer she couldn't find a bathing suit she liked and made a Simplicity beach ensemble. She was so pleased with it that now she's collecting a Simplicity sports wardrobe.



**FAR LEFT, BARBARA** in 3922: an extraordinary half-and-half creation, ideal for golf and gardening as well as bowling. It looks like a skirt, is in actuality a pair of knee-length pants concealed with a partial overskirt in front and back. Proportioned sizes 23½ to 30. 45¢. Muted plaid of worsted and Orlon by Crestwood. Blouse, 2195: sunny yellow cotton with roll-up sleeves. Sizes 12 to 44. 45¢.

**LEFT, MARIA** in 4119: her favorite every-day dress. She loves the pleats of her yoked smock and feels that the long cuffed sleeves make her look especially grown-up. Sizes 1 to 6. 45¢. In a fresh orange cotton poplin by Mission Valley.

**ABOVE, NADIA** in 4062: the three-piece outfit as fresh after a day at school as it was when she left in the morning. The weskit and pleated skirt are practical in plaid, the long-sleeved blouse in a harmonizing gold. Sizes 7 to 14. 50¢. Both fabrics, cotton poplin by Mission Valley. Bowling equipment by AMF.



4093

Barbara in two of her favorite Simplicity fashions...ideal for her diversified during-the-day activities. She reserves one morning a week for her own pursuits, spends two on community projects.

ABOVE, 4093: *a marvelous suit to wear from morning 'till night. The softly gored skirt complements a beautifully braid trimmed jacket with easy-fitting, three-quarter-length sleeves and a flattering, stand-away collar. Sizes 11 to 18. 65¢. The textured burnt orange and brown wool tapestry plaid by Carleton.*

*RIGHT, 4111: an elegantly slim suit with a collarless jacket and below-elbow-length sleeves is ideal for through-the-day wearing, from shopping and lunching to chairing a meeting. Sizes 9 to 18. 65¢. Rusty red corduroy by Crompton.*





4095  
3257



Barbara loves to entertain, from formal dinners to casserole suppers, and does it beautifully...adores evenings out with Mr. R.

ABOVE, 4095: the frothy delicacy of a lace-trimmed blouse, for "little" evenings. Sizes 10 to 18. 50¢. Flaxspun linen by McBratney. Emanuel Roth lace. SLACKS, 3257: cotton velvet slacks with Barbara's own touch...the braid trim down the sides Proportioned sizes 23½ to 32. 60¢. Fabric by Martin. Barbara made the tablecloth, using Indian Head cotton and trimming it with rick rack. RIGHT, 4036: a boon to any wardrobe, the after-dark ensemble...the jacket, with stand-away collar over a slim sheath in a sumptuous damask blend by Cohama. 10 to 18. 65¢. The lynx stole, a gift from Mr. R., by Winter Furs.



4036

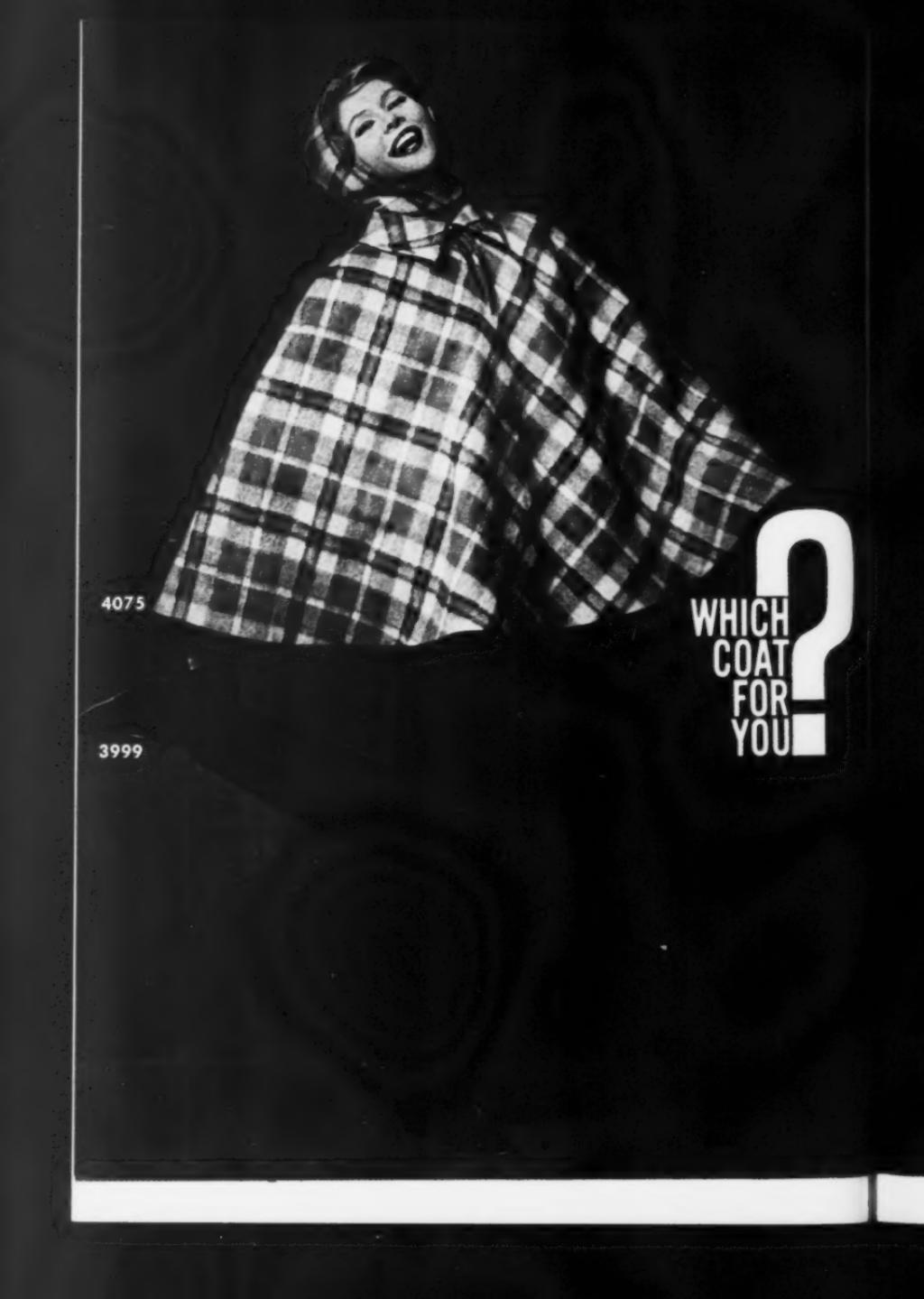
# WHICH COAT FOR YOU?

The basic coat, the modern indispensable, changes its personality at the whim of its owner; can be, if necessary, the one coat in a fashion-conscious wardrobe. Here, 4134 in sizes 10 to 18. 65¢. This page, the coat at its most basic, ready for a multitude of fashion assignments in teal blue wool by Anglo. Earl-Glo Milium lining, Sta-Shape interfacing, La Mode buttons. Snow leopard hat, Winter Furs. Gloves by Fuchs. Right: see it with a luxurious topping of make-believe fox, perfect for nippy days and evenings. See index for directions on making the collar. "Fur" fabric, Burlington. Far right: in still another guise, its self stole (included in the pattern) gives a casual effect. Backviews, page 184; yardages, page 188; shopping information, page 191.





4134



WHICH  
COAT  
FOR  
YOU?

4075

3999



4110

A fresh air specialist, handsome as it is hardy and perfect with slacks or slim skirts. Left, 4075: the poncho with separate hood... coverage with more than a touch of gay abandon. Sizes 10 to 18. 60¢. Dashing plaid wool by Milliken. 3999; tapered slacks of nylon and Cupioni stretch fabric by Milliken; these in proportioned waist sizes 23 $\frac{1}{2}$  to 32. 50¢. Right, 4110: classic, toggle-buttoned car coat with mock-fur-lined hood. Sizes 10 to 20. 65¢. Camel's hair, Landau. 3999; tapered slacks in proportioned waist sizes 23 $\frac{1}{2}$  to 32. 50¢. Woolen by Botany.

3999



A dashing cape, if you like classic lines (brought newly up-to-date), if you enjoy looking delightfully feminine—(and what woman doesn't?) Left, 4132: slim tweed suit with easy-fitting jacket and elegant short cape topping. Sizes 10 to 18. 65¢. Salt and pepper wool tweed by Stevens-Forstmann. Cape pile-lined in Carmolon by David B. Carmel. Right, 4102: ready for rain, the full-length cape with its own detachable hood, in a weather-wise print. Abbot Mills matte jersey laminated to Curon. Sizes 10 to 18. 65¢. Umbrella by Uncle Sam.

WHICH  
COAT  
FOR  
YOU?

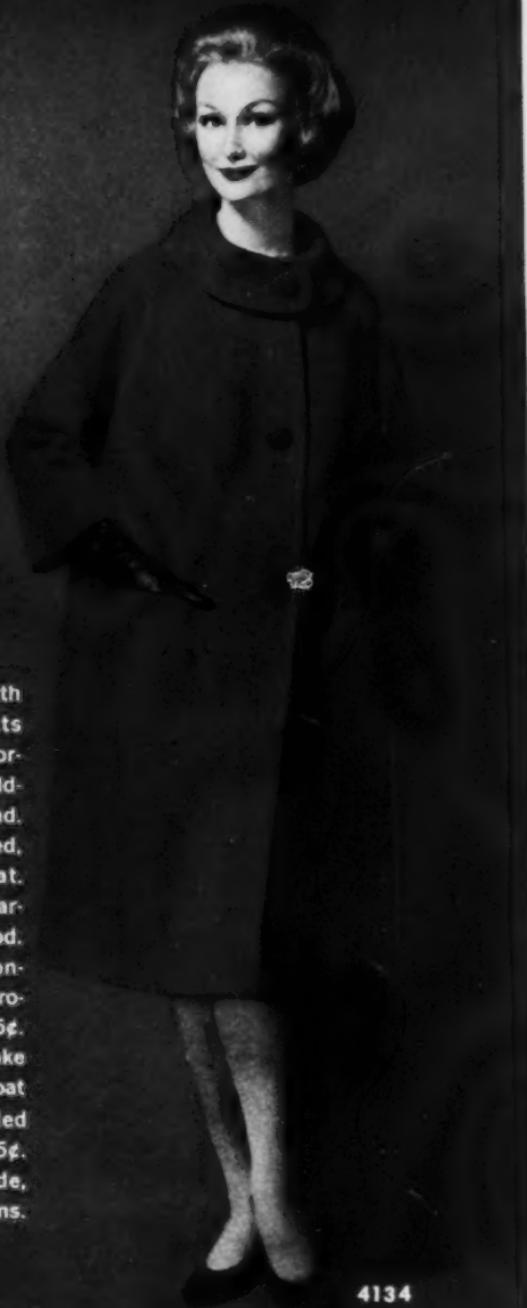


4102



WHICH  
COAT  
FOR YOU?

4094



The bright "extra" coat with high-key personality... its foremost traits, un-shy coloring and neat casualness, adding zest to active days ahead. Left, 4094: patch-pocketed, double-breasted slim coat. The vivid coloring, giant tartan plaid wool by Crestwood. Lined in thermometer-conscious Earl-Glo Milium. Proportioned sizes 10 to 20. 65¢. Right, 4134: a vibrant stroke of color for this slim coat with a "smoke-ring" rolled collar. Sizes 10 to 18. 65¢. Wool and cashmere suede, Carletex. Prims self buttons.



4072

A smashing evening coat, to make arrivals dramatic, departures elegant. And once you own one, you'll discover how easy it is for a luxury to become an absolute necessity. Left, 4072: a regal evening coat of metallic brocade, with wide kimono sleeves. Included in the pattern, a slim dress and scarf. Simple-to-Make sizes 11 to 18. 65¢. The fabric is by Lawrence & Klauber. Right, 4133: mandarin-collared white ottoman, cut with great flare for The Great White Way. Sizes 10 to 20. 65¢. Celanese acetate ottoman by Couleur, underlined in Pellon.

ARBUS

WHICH  
COAT  
FOR YOU?

4133

95



## **HERE'S HOW TO CAPITALIZE ON THE FALL FASHIONS**

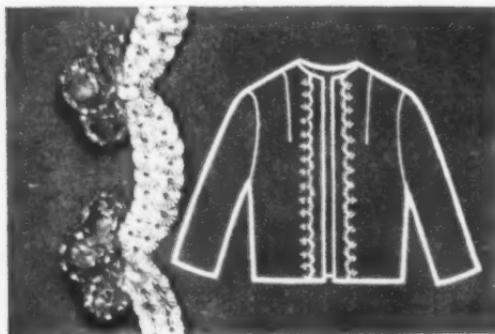
There is a wealth of new fabrics on the market — a brilliant array of trimming ideas to highlight a fall wardrobe — there are many exciting dividends for you, the fortunate woman who sews. Here are fashions suggestions and sewing information for four intriguing ways to add excitement to your fall sewing.

- ★ Glitter galore for the golden touch
- ★ The classic sweater story with a bright twist
- ★ Laminated fabric — a whole new concept for cold weather clothes
- ★ Knits and jerseys that outshine all predecessors



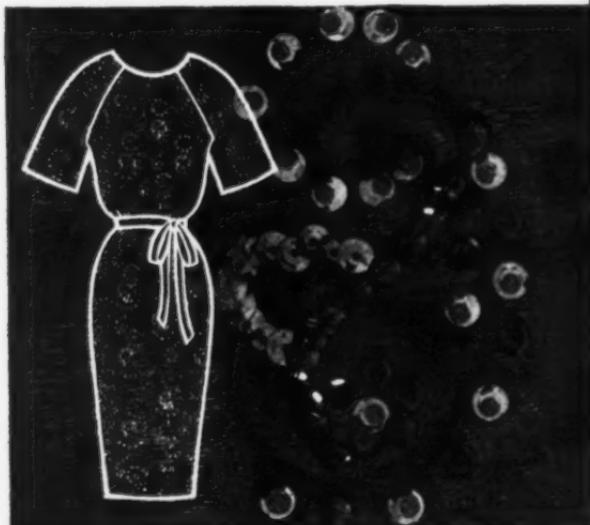
Sequins and beads, delicately scattered or en masse, give a lavish touch, create a festive mood. You'll find a lovely selection available — packages of individual glitter, single strands, elaborate bands and appliqués.

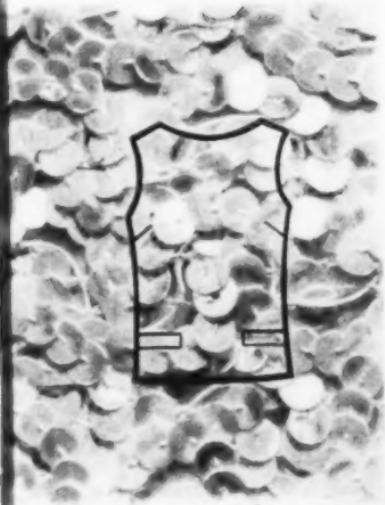
## HERE'S HOW TO GLITTERIZE



**ADD A SEQUINED BAND**  
and all of a sudden a jacket becomes a party-goer.  
The band, by Loewenthal,  
has a fabric backing that  
can be easily attached.

**OUTLINE A PAISLEY PRINT**  
for a sparkling, luxurious effect. Single sequins, by Franken,  
are sewn on with a bead in the center.  
See figure a.  
Rows are applied with  
a back stitch.  
See figure b.

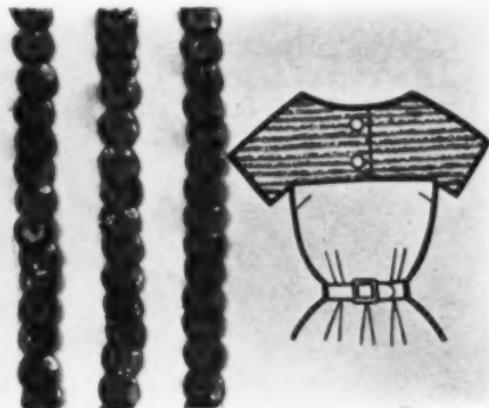




**ENCRUSTED  
ALL-OVER GLITTER**  
is created by tacking  
bands of fabric-backed  
sequins, by Craft House,  
to cover every  
inch of the blouse.



**A BEADED  
SCROLL DESIGN**  
by Loewenthal, can be  
easily sewn on a  
shirtwaist dress to  
change its whole  
social outlook.



**SINGLE STRANDS OF SEQUINS**

encircle the deep yoke of this dress. You can  
tack them on for an evening out —  
remove them for a less dressy occasion.

Sequins by Craft House.

Take one classic Ban-Lon® cardigan or slipover, add a pretty measure of yarn, fringe, braid or flowers to make a delightful topping.



## HERE'S HOW TO TRIM YOUR SWEATER



### FUN WITH TASSELED BRAID

On a dark sweater, add two rows of Consolidated's stark-white tassels.



Whether it's a new or old sweater, you can easily dress it up to suit your fancy. If you want to change the neckline, sleeve or waist length, draw the cutting line on the sweater, allowing  $\frac{1}{2}$ " to turn under. On slipovers, be sure neckline will go over your head. Pin paper under line and make several rows of machine stitching  $\frac{1}{4}$ " inside cutting line. Cut, then sew on binding or taffeta facing to finish edge. Check your trimmings if you want a washable sweater.



### A FROTHY, FEMININE YOKE

Made of layers of Trimtex's cotton loop braid. Cut and finish scooped neckline and sew on as many rows of braid as desired.

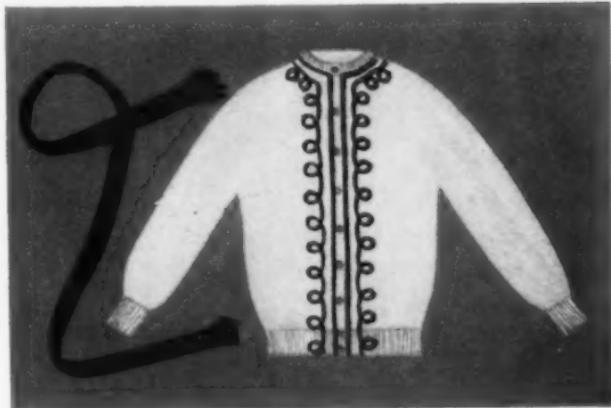


#### FLOWERS, FLOWERS EVERYWHERE

Cut off the sleeve and bottom edge ribbing and finish edges. Tack on gay flower appliqués by Franken.



PICK TWO BRIGHT COLORS  
of wool yarn and make enough  
fringe to go around neckline —  
Simplicity Sewing Book  
tells you how to make it.



JO LORREY

#### THE TRIMMEST OF TRIMMINGS

— soutache, by Wm. Wright,  
outlines a cardigan and easily loops  
for a decorative design.

## **HERE'S HOW TO SEW WITH THE NEW LAMINATED FABRICS**

With the introduction of laminated fabrics, you can now have a coat or cape that is very lightweight but just as warm as a heavy one.

The unique feature here is the inside or backing, as the outer fabric can be any cloth. It's a thin layer of synthetic foam composed of microporous cells that trap air and insulate. This foam is permanently bonded to the outer fabric to give a light, water-repellent fabric warmth without bulk. Laminated fabrics can be either washed or dry cleaned, depending on the outer fabric. They will not mat or pill; they are lint free, moth and mildew proof. Laminated knits will not fray or stretch easily — cottons are wrinkle resistant.

As these fabrics do not drape and handle as other fabrics do, the pattern must be simple. Because the fabric has so much body, interfacings and interlinings can be forgotten.

Sew a test sample. Try a large stitch, a medium tension. Put pins at right angle to seam line about 1" apart. To start fabric feeding accurately, insert machine needle, lower presser foot and turn wheel by hand for the first 5 or 6 stitches. On laminated jersey, you may have to stretch the underlayer slightly. If the fabric doesn't feed evenly, place strips of paper on top and under seam lines.

Very little pressing is necessary. Set temperature for outer fabric; slip paper under seam allowance so the iron will slide over the foam. Layer seams and understitch all straight facings for sharp edge.



NORMAN KARLSON





# HERE'S HOW THE NEW KNITS SHAPE UP

This year knits have suddenly sprung into the realm of the home sewer . . . bulky knits, double knits, soufflé knits, flat knits in brilliant colors and ribbed knits with marvelous textures. As a quick refresher course on handling knitted fabrics, here are a few points to remember.

## FINDING THE GRAIN LINE

The rib of knits is the true grain line. Use this, not the fold, as your guide line. The fold is difficult to press out, so lay out pattern carefully, with the pattern on the right side of the fabric to prevent edges from rolling as you cut. Put pins closely together, vertical to the seam line. Sew with medium tension, 12 to 16 stitches per inch. Stretch fabric slightly as you stitch. Shoulder seams should be reinforced with seam tape.

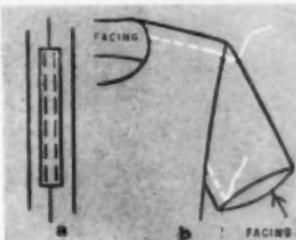
## LININGS FOR KNITS

A few of the heavy, double knits do not need a lining, even in a straight skirt, but these are the exceptions. Most straight skirts must be lined. For loosely knitted fabrics that ravel and stretch easily, the entire garment should be lined with a light fabric such as Soft Super Siri. Cut out patterns from lining but don't unpin pattern. Pin on knit — lining and knit pieces will be together, ready to sew. With lining on bottom, stitch around entire edge of each piece a scant  $\frac{1}{4}$ " from edge. Reinforce the underarm seam in an all-in-one sleeve by sewing seam tape to opened seam allowances. See figure a.

## FOR BULKY KNITS

On bulky knits, face necklines and sleeves with taffeta or cotton. To keep these facings in place, sew about 1" exactly through the shoulder and underarm seams on the right side. See figure b.

Don't forget about the iron-on interfacings when you come to buttonholes, waistbands, facings and belts. They fuse with the outer fabric and prevent stretching and raveling.





FASHIONS FOR WOMEN

# More



for  
the  
Money  
Looks

*"A penny saved, a penny earned" . . . timely advice for the woman who chooses one pattern with a quick eye for its many fashion looks, who puts two fabrics to work revitalizing one familiar silhouette.*

PLAN #1, 4052: a dress in your favor from 9 to 5, its yoked top and gently gored skirt a close figuring of hot-and-cool violet cotton. See it again, opposite, taking on fine airs as a slim-skirted, brilliantly checked woolen. Slenderette sizes 12 to 42. 60¢. Reeves Sanforized cotton.



PRIGENT

FASHIONS FOR WOMEN



# More



for  
the  
Money  
Looks

*Separates-minded women are most likely penny-wise, too! On their side, twice as many costume possibilities. Take one expandable pattern, like this one, and plan its component parts around fabrics that like each other, and presto...change!*

PLAN #2, 4098: heart of the wardrobe, a gold wool cardigan suit. Opposite page, the skirt paired with a sleeveless, taupe over-jacket, the cardigan topper with skinny striped pants. Slenderette sizes 12 to 42. 65¢. Pictured, Botany wool.



4098



FASHIONS  
FOR  
WOMEN

# More for the Money Looks



*Three's a crowd in the nicest kind of way with this one get-rich-quick pattern —a chameleon with fabrics!*

PLAN #3, 4050: the convertible dress cottons to autumn's colors in a deep-collared check, right . . . takes on dinner elegance, above, in a rich gold faille; also in an exotic cotton print. Slenderette sizes 12 to 42. 65¢. Wamsutta cotton. Belding Corticelli faille.



4050



FASHIONS  
FOR  
WOMEN

## More



for  
the  
Money  
Looks

PLAN #4, 4099: the neck-bar-ing dress, cut from metallic brocade; its jacketed point-of-view in cotton plaid. Slenderette sizes 12 to 42. 65¢. Skinner "gold" brocade.



*Amazing what a spectacular fabric can do for a dress ...how a jacket or a white collar completely transforms its look.*

PLAN #5, 4128: standing on color, a deep-throated dress, in silk ottoman by A. P. Silk; or, crisped in tweed. Slenderette sizes 12 to 42. 65¢.

*Beginning here,  
five exciting patterns equally at ease  
in the city or the country...  
all especially designed for the active life of*

**THE YOUNG HALF SIZE**





Whether  
your day begins  
with pigeons cooing or  
cocks crowing you'll welcome  
it in this handsome dress, in both  
city and country moods.

Left, 4127: JEAN URBAN  
chooses a warm rust  
and orange-cinnamon wool tweed  
by Crestwood  
the 3/4-length sleeved, gored skirt version.  
She adds a neat mustard jersey turban  
by John Frederics,  
medium-brown kid gloves.

Super Siri underlining.  
Right, 4127: JUNE SUBURBIA  
prefers the slim-skirted version  
with short sleeves  
a cocoa-colored cotton suede by Amity.  
Both, Sizes 12½ to 24½, 65¢.  
All jewelry by Monet.



*Left, 4126: JEAN URBAN believes in fashions with a talent for adaptability. She makes the skirt, jacket and blouse of her suit all from the same turquoise nubby wool by Anglo, and sometimes wears the skirt and blouse alone, for a dress look.*

*Right, 4126:  
JUNE SUBURBIA loves to experiment with color and makes her skirt and jacket in muted blue wool flannel by Pendleton; the blouse is cut from brilliant green matte jersey by Belding Corticelli. Sizes 12½ to 24½. 65¢.*

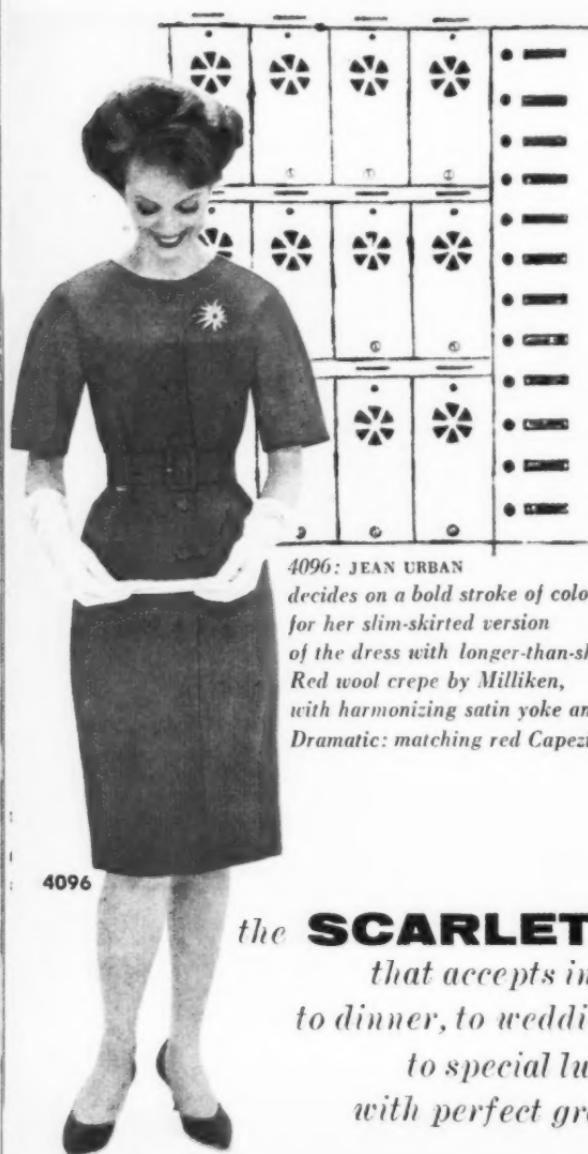


*The  
wonderful world of suits...*

*from*

**PARK AVENUE**  
*to*  
**POTTSVILLE,  
U. S. A.**

4126



4096: JEAN URBAN  
decides on a bold stroke of color  
for her slim-skirted version  
of the dress with longer-than-short sleeves.  
Red wool crepe by Milliken,  
with harmonizing satin yoke and sleeves.  
Dramatic: matching red Capezio pumps.

4096

*the SCARLET DRESS*  
*that accepts invitations*  
*to dinner, to weddings,*  
*to special luncheons*  
*with perfect grace*



4096:

JUNE SUBURBIA

*likes the version with  
more width to the skirt  
and selects a brilliant  
red silk surah print  
by Maxwell. Sizes 12½  
to 24½, 65¢. The red  
velvet fez, John Frederics.  
Button pearl earrings  
by Richelieu.*

4096

*Left, 4097: JEAN URBAN,  
still looking  
9 A.M. fresh  
after a busy day,  
in a fall-leaf gold  
bouclé blend by Cohama.  
Her cloche by  
John Frederics.  
"Gold" jewelry,  
Monet.*

*Right, 4097: JUNE SUBURBIA  
prefers  $\frac{3}{4}$  length sleeves  
and chooses a beautifully  
washable Orlon and Avisco  
plaid by Franklin  
for the slim-lined dress.  
Sizes 12 $\frac{1}{2}$  to 24 $\frac{1}{2}$ ,  
65c.  
Her roomy black  
calf satchel  
by Park Lane.  
Pumps  
by Sandler  
of Boston.*

4097

*The dress  
that's ready  
for many  
busy days,  
fall  
through winter  
...with its  
throat-flattering  
lines perfect for  
your  
favorite  
beads...*

**STOP  
ON  
RED.**

4097

**COMMUTER'S  
SPECIAL**



**JUST  
AROUND  
THE  
CORNER...**

*gala occasions  
in partnership with  
the after-dark  
dress-and-jacket ensemble*

4043



4043

*Left, 4043: JEAN URBAN  
radiant in threaded-with-gold,  
red brocade by Harvey Mills.  
Not shown here, her  
matching jacket,  
at-home for the evening.  
Red satin Brite-Mode clutch.*

*Right, 4043: JUNE SUBURBIA,  
in a fabric and color,  
gay as her mood. Sizes  
 $12\frac{1}{2}$  to  $22\frac{1}{2}$ . 65¢. Velvet.  
Crompton. Wine-colored  
pumps by Capezio.*

*Backviews, page 184;  
yardages, page 188;  
shopping information, page 191.*



# girl with a future

What's your future . . . College? Career? Home? Chances are that you're intimately involved with two or, very possibly, all three of these demanding occupations.

Not long ago, a college student dressed one way, a career girl another and a young married filled a third separate fashion category. Happily, this rigid approach to fashion has changed. Today, most fashions have an interchangeable future. A look that is welcomed by a college student is equally at home in a career girl's or young married's wardrobe. Fashions that are colorful, versatile, young and designed with extra dash are the looks you need for your busy life. We have collected nineteen fresh, good looks adapted to your life, beginning here.

**Opposite, 4159:** a marvelously versatile cherry-red walking suit with its own long beige knit overblouse, loosely tied with its own sash. This ensemble's dividend: the coat tops any slim skirt or dress in your wardrobe; the skirt and blouse solo beautifully during the day. Wool chinchilla by Milliken, lined in Milium by Earl-Glo. La Mode buttons. Sizes 12 to 20. 65¢. The hat by Esperance; Monet drop earrings. Backviews, p. 184; yardages, p. 188; shopping info., p. 191.



4159

125

SCAVULLO

# day to day in separates

**Right, 4092:** the duet with more than one future ahead ... giant-pocketed jumper, buttoned over a roll-sleeved shirt-dress that can set forth on its own. Sizes 9 to 18. 60¢. Dress in Everfast cotton; jumper, DuBarry cotton suede. Stack-heeled pumps are by Capezio.

**Center, 4045:** two-part dressing at its slimmest, most coordinated... a stroke of brilliant green skirt topped by a striped and plaid put-over. Simple-to-Make. Sizes 9 to 16. 45¢. Wools by Harry Bardin. Caramel colored earrings and beads by Vogue.

**Far right, 4027:** fashion with a flair for addition ... boldly pleated skirt, plus French-cuffed blouse, plus a fitted, scoop-necked vest totals a marvelous, casual look. Sizes 11 to 18. 65¢. Both the vest and skirt are of Botany wool. Buttons by B.G.E. Originales.

## CAMPUS



4092

CAREER



4045

AT HOME



4037

127

CAMPUS



CAREER



## AT HOME



### dresses to brighten your day

**Far left, 4031:** no more hiding behind the seams for pockets...today they're often delightfully evident, as on this sheath with straight-across neckline, short sleeves. Simple-to-Make. Sizes 10 to 18. 50¢. Wool tapestry by Carletex. Calf belt by Calderon.

**Center, 4148:** a dash of greenery...for this slim self-buttoned and belted dress with three-quarter length dolman sleeves, and perky stand-away collar. Sizes 11 to 18. 60¢. Handsome silk-and-worsted blend by Crestwood. Taupe kid gloves by Kislav.

**Left, 4025:** a wealth of pleats, the box variety, for this very much at ease, yoked dress with the new above-the-elbow sleeves. Sizes 11 to 18. 65¢. The unshy plaid wool, a great lift to the spirits, by Crestwood. Fun-to-wear laced shoes are by Capezio.

# one very talented pattern



**Right, 4125:** introducing the basic cowl-collared, kimono-sleeved sheath, shown on these two pages in three different guises, all from one Simplicity pattern. In its first appearance, right, it's topped by a sleeveless weskit of a vividly striped velvet by Martin.

**Center, 4125:** at its most svelte, the sheath again, in a magnificent magenta crepe with a matching tunic overskirt, buttoned down the back.

**Far right, 4125:** with a decidedly frothy look...the deep-hemmed overskirt in beige silk organza by A.P. Silk, tied at the waist, apron-style, over the beige sheath. Chunky two-strand gold and pearl necklace, Kramer. Shoes both pages, by Capezio. All, 4125: dress, weskit, two overskirts. Sizes 9 to 16. 65¢. Dress fabric, Avisco rayon acetate crepe by Bloomsburg.

## CAMPUS



## CAREER



4125

## AT HOME



4125

## CAMPUS



4095  
4100

## CAREER



4105  
4078

## AT HOME



4104

4100

### a trio of trios

**Far left, 4095:** dramatic tunic-length cotton suede weskit with its own sash to tie at the waist or as shown here... plus striking cotton print blouse. Sizes 10-18. 50¢. Skirt, 4100, with high-rising waistline. Proportioned sizes 23½ to 28. 45¢. Fabrics by Concord.

**Center, 4105:** waist-nipping weskit in a provincial corduroy print... plus its own silk blouse with ruffled cuffs. Sizes 9 to 16. 45¢. Concord corduroy. Skirt, 4078: subtly gathered. Sizes 23½ to 28. 45¢. Both patterns Simple-to-Make. Double-knit jersey by Heller.

**Left, 4104:** elegantly simple jacket...plus matching sleeveless over-blouse, both in an orange bouclé knit trimmed with heavy braid. Simple-to-Make. Sizes 10 to 18. 50¢. Skirt, 4100, in brown knit. Proportioned sizes 23½ to 28. 45¢. Carletex bouclé knit.

## bright ways to look after-hours

**Right, 4053:** pure comfort—the tunic-length shirt, cut exactly like a man's, and cinched at the waist over leotards. Sizes 9 to 16. 60¢. The happily striped cotton by Burlington. Red tights by Bonnie Doon. Capezio ballet slippers; jewelry by Monet.

**Center, 4013:** bright and colorful partnership, wonderfully at-ease . . . tapered corduroy pants with their own cowl-necked, wide-sleeved put-over. Sizes 9 to 16. 65¢. The imaginatively printed corduroy and colorful cotton homespun. Concord fabrics.

**Far right, 4129:** make-believe fur . . . for a wide-necked put-over that adds more than a touch of the dramatic to let's-be-lazy times. Sizes 9 to 16. 60¢. "Dalmatian fur" by Burlington. The lean pants in Topel and nylon stretch fabric, ideal shape-keeper, by Travis.

## CAMPUS



4053

CAREER

AT HOME



CAMPUS



4022

CAREER



**to enchant  
the man  
in your  
life**

**AT HOME**



**Far left, 4022:** indispensable for every foresighted wardrobe...the understated dress, perfect for little evenings-out. This jewel-neckline sheath with three-quarter-length sleeves makes an ideal background for favorite jewels. Sizes 9 to 18. 60¢. Wool tapestry is by Isidor Kaplan.

**Center, 4032:** captivating...the winter-white dress, sleeveless, with lowered waist and bias skirt, to wear flowing as here, or belted at the waist... Sizes 11 to 18. 65¢. In washable flannel by Isidor Kaplan.

**Left, 4074:** setting forth for an evening at the theater, bridge table, concert hall, country club... brilliant red cropped overblouse and flowing bias skirt, with its own magnificent stole, all edged in curly black wool braid. Sizes 11 to 18. 65¢. Wool flannel, Pendleton. Braid by Franken.

# the looks teens love

*...because they have all the*

*ingredients necessary for*

*the demanding life*

*of a teen on-the-go...*

*from classes*

*to sports to club*

*meetings, parties*

*and dances.*



*Above, 4077: highly intelligent way to start  
a new school year, in a costume with several  
futures predicted—the full-skirted, button-trimmed  
jumper, in multi-colored cotton tapestry; the  
long sleeved blouse, white cotton broadcloth.  
Sizes 9 to 18. 60¢. Both fabrics, Mission Valley*



4029

Right, 4039; top  
popularity ratings for  
the blouse and slim-lined  
jumper with drawstring  
waist. Simple-to-Make.

Sizes 10 to 16. 50¢.  
Both in cotton poplin by  
Mission Valley.

Far right, 4029:  
the gay wool tapestry blouse with fringe  
benefits. Simple-to-  
Make. Sizes 10 to 16. 35¢.  
4106: the slim skirt, also  
Simple-to-Make. Sizes  
 $2\frac{1}{2}$  to 28. 45¢. Both  
necks, *Pagan Mill*.

4039

4106



*top: 4075*  
*pants: 4013*

*blouse: 4057*  
*skirt: 4109*



blouse: 2195  
skirt: 4109

Left, 4109: winning combination: team colors and bandstand skirt with buttons just-for-fun. Waist sizes 23½ to 28. 45¢. Wool flannel by Botany. 4057: pocketed blouse, perfect for kickin'. Sizes 10 to 16. 45¢. Flaxspun linen by McBratney.

This page, 4109: minimum skirt, maximum verve—the kiltie. Waist sizes 23½ to 28. 45¢. Wool by Botany, 2195; blouse of Flaxspun linen by McBratney. Sizes 12 to 18. 45¢. Knee-socks, Bonnie Doon.

Far left, 4013: ready to cheer and be cheered... leanness with dash... tapered slacks. Sizes 9 to 16. 65¢. Gay wool tapestry by Schlang. 4075: braid-trimmed put-over. Sizes 10 to 18. 60¢. Felt by Continental.



*Mr. Lucky, soda-thirsty mascot, is formally dressed  
for a pre-game rally . . . his companions are less formal,  
but their outfits boast just as much team spirit!  
Below, 4103: the plaided, flared skirt and weskit in nubby  
wool, the blouse of silk broadcloth. Sizes 9 to 16. 45¢.  
Right, 4010: the full-skirted shirtdress, of double-knit  
wool. Sizes 9 to 16. 50¢. All fabrics this page, Carletex.*



*Backviews, page 184;  
yardages, page 188;  
shopping information, page 191.*

BOB MONROE

*The big game is won . . . now it's time to celebrate! Left, 4068: ready to dance all night, the dress with flattering skirt. Sizes 9 to 16. 50¢. Brocade by Harvey Mills. Below, 4010: dress with an oriental touch in its frog closings, jade green coloring. Sizes 9 to 16. 50¢. Silk shantung by Belding Corticelli.*



4068

4010



4069

## SCHOOL DAZE

*starring*

# Sandy Subteen

*At the head of her class, she's bright and bursting with new young-ladyhood . . . and intent on looking the part*

All in a dither, with school just around the corner, Sandy Subteen knows one thing for certain — that she wants to shine, bright as an apple, on the first days of class . . .

Left, 4069: Sandy chooses a printed cotton with full skirts,  $\frac{3}{4}$ -length sleeves, wrap-around skirt. Sizes 8s to 14s. 50¢. Below, 4020: to a classic corduroy jumper, low-scooped and tab-trimmed, she adds her own blouse. 8s to 14s. 45¢.





4150

SANDY SUBTEEN, *continued*



4113

When it comes to classrooms, Sandy's eye is more often turned by boys than chemistry tubes . . . and when it comes to clothes, she's got separates on her mind. Why? Because separates give her all sorts of combinations by switching tops and skirts, and make her wardrobe closet seem twice as inviting!



4113

This page, 4113: "to plaid or not to plaid?"—this is Sandy's question, now that she's made the pleated skirt two ways—in solid orange and thick-spun wool plaid—plus a top to go with each, one sashed and collarless, the other loosely-fitted and turtle-necked. Sizes 8s to 14s. 50¢.

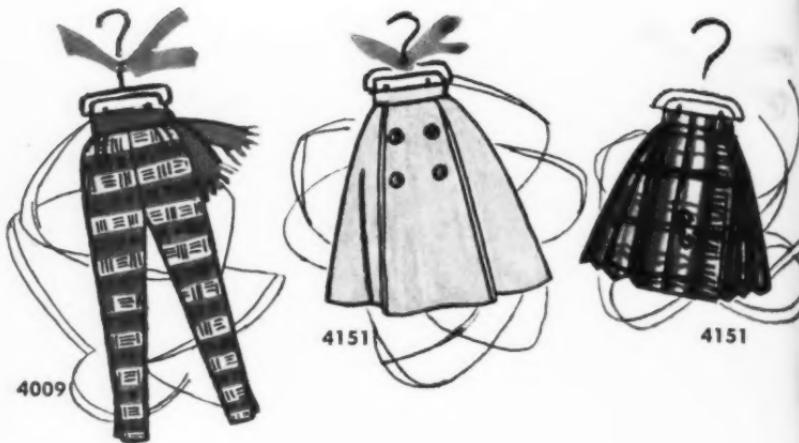


4113

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Left, 4150: what Sandy calls a class-y threesome: two parts grey wool flannel — button-down weskit and flaring skirt—plus a dash of tangerine for the Peter Pan blouse, interchangeable with practically any sweater she owns! 8s to 14s. 50¢.

## SANDY SUBTEEN, *continued*



Between Algebra and English, Sandy manages to squeeze in numberless extra-curricular sprees — from football rallies to dances in the school gym and likes her clothes bright, romp-able, definitely feminine.

---

Above, 4009: take her tapered pants . . . pure flattery for a girl's legs, with their geometric pattern, their slim-not-snug cut. Sizes 8s to 14s. 45¢.

Above, 4151: or take one skirt with two personalities — the gored grandstand look, bright as a pomegranate, with four brass buttons front-center, or the short kiltie, plaided for a fling of gold and green knife pleats. Sizes 8s to 14s. 45¢.

Right, 4114: Sandy gives it a whirl—her party dress, that is, in a wool the color of emeralds, and twice as valuable. The generous skirt is very danceable and has a bowed waist. Sizes 8s to 14s. 50¢.



MEG NEAL

4114

**THE  
WONDERFUL  
WORLD OF**

# **CHILDREN**

Autumn's a children's world . . . it's the earth turning cartwheels, the trees wearing their red and yellow coats . . . it's marshmallow roasts and woodsy hikes . . . it's the first day of school and a special dress mother's making for it . . . it's more parties than you can count, with pumpkin faces sometimes . . . it's brand-new friends to play with on Saturdays. Because the whole world is exciting for children, it's fun to dress them with equal enthusiasm! On the next pages, clothes that love going everywhere.

Right, 4152: check this . . . an old-fashioned picture-book dress, wonderfully growable because of its no-waist designing — the skirt hung yoke-high, the sleeves long and full. Sizes 1 to 6. 45¢. Stevens cotton.

*Backviews, page 184; yardages, page 188;  
shopping information, page 191.*

BOB WITT





4152



Beginner's luck — this little collection of cover-ups, designed for straight A appearance in her first exciting days at school.

Far left, 4158: Linda wears a hearts-and-flowers pinafore over a white-collared dress. Sizes 1 to 6. 50¢.

Left, 4153: Marie pops a gold corduroy jumper over a print blouse. Sizes 2 to 6. 50¢. Wm. Anderson cottons. Cone Mills corduroy.

**COVER UPS  
GO TO**

**Play  
School**

This page, 4118:  
Jill looks sweet as a nursery rhyme in her no-waisted pinafore, cut from a Scandinavian print with just a hint of white blouse. Sizes 1 to 6. 50¢. Logantex cotton. Costumakers buttons.



4118

JUMPERS  
GO TO  
**Class**

4122

It's an indisputable fact—that every school girl has a special yen for jumpers that swing and tops that show off a demure little shirt or sweater . . . moreover, they can be made in practically any fabric! This page, 4122: a new face for this year's contender — tapestry cotton to button on over a solid gold underdress. Sizes 7 to 14. 50¢. J. P. Stevens cotton with stain-repellent Scotchgard.



Right, 4088: all eyes are on the corduroy jumper printed brightly as a game of Parchesi—neatly framing a go-with blouse. Designed for Chubby sizes  $8\frac{1}{2}$ c to  $14\frac{1}{2}$ c. 45¢. Far right, 4157: fitted to the hip, the gold-colored jumper breaks into box pleats. Sizes 7 to 14. 45¢. Cone Mills corduroy, Wamsutta cotton.



4088

4157

155

MON

TUES



4058



FRI



FOR THE  
LOLLIPOP SET

7 day  
wardrobe

WED



THURS



SAT



SUN



LESLIE JACOB

From one basic dress pattern with dozens of parts, your pre-schooler can dance her way through the week in seven different outfits, looking as though she's wearing her best bib 'n' tucker every single morning! Imagine her on Monday in version number one—a red cotton print, with sleeves lengthened and suspenders added. Make Tuesday's dress with a fancy white front . . . Wednesday's, printed with its own apron . . . Thursday's, striped and bertha-collared . . . Friday's, like a jumper-and-blouse . . . Saturday's, plaid and velvet-jacketed . . . Sunday's, all velvet with rows of lace. All from 4058. Sizes 2 to 6. 50¢. A.B.C. cotton shown.

SUN



MON



WED



THURS



It's the seven-wonders-of-the-week plan, again wrapped up in one pattern with numberless parts . . . this time for the grammar school girl who loves wearing a different dress each day. Using the same basic dress shape, make Sunday's look quaintly "old-fashioned"—buttercup yellow with rows of lace . . . Monday's version, gay print with its own corduroy pinafore . . . Tuesday's, in stripes with solid weskiting . . . Wednesday's, sailor blue with a color-checked pop-over . . . Thursday's, printed and yoked with white . . . Friday's, all russet checks . . . Saturday's, hot pink and rick racked for fun. All from 4059. Sizes 7 to 14. 50¢. Shown, Springmaid cotton.

 **TUES** 



 **FRI** 



**FOR THE  
SODA SET**  
**7 day  
wardrobe**

 **SAT** 



Saturdays are best because the whole day is for having fun . . . more dogs to pet, more girls to tease, more places to explore. And Saturday's a great time for plaids that never seem to get dirty.

Left, 4017: the man of the hour buttons plaid shirt over olive pants. Sizes 4 to 14. 45¢. Milliken washable acetate-and-rayon flannel.

## Saturday's Child

4017



**Favorite Saturday dresses  
for both big and little sister—  
plaids as bright as their  
smiles and scaled to size . . .**  
**Left, 4018: an appliquéd  
smock top, over bright red  
overalls. Sizes  $\frac{1}{2}$  to 3. 50¢.  
Logantex cotton.**  
**Right, 4086: a gathered dress  
with button-on vest. Chubby  
sizes  $8\frac{1}{2}$ c to  $14\frac{1}{2}$ c. 50¢.**



**SATURDAY'S CHILD** The sky's the limit on Saturday, when clothes get more bounce to the ounce, indoors and out . . . Left, 4152: the cinnamon-colored smock-dress, a boon to little-girl comfort. Sizes 1 to 6. 45¢. Springmaid drip-dry cotton. Below right, 4019: an apple-red dress with a tidy, checked apron. Sizes 1 to 6. 50¢. J. P. Stevens cotton. Opposite right, 4085: sporty wool overblouse and matching pleated skirt, with contrasting gold shirt. For the chubby figure. Sizes 8½c to 14½c. 50¢.

Far right, 4155: a real clan plaid kiltie skirt. Sizes 4 to 14. 45¢. Isidor Kaplan wool.







**COME TO A  
PARTY**

Time: any afternoon, from now through the holidays.

Place: a friend's house, with balloons.

Refreshments:

as much ice cream as your plate can hold.

Who's invited: everyone nice, under four years old.

What to wear:

something special!

4015

**4015: belong-togethers**

...this sister-brother party look—  
both handsome in velveteen and  
simple as can be, but  
each with its own distinction.  
Her's is candy-cane red, a jumper  
with organdy puff blouse;  
his short pants are black as  
licorice, his shirt, white linen. Both  
in sizes  $\frac{1}{2}$  to 3. 50¢. Crompton  
velveteen. Stoffel organdy.

**4015**







## WE'RE HAVING A PARTY

Whose birthday is it?

Can't tell from the way these young charmers are polished up for the afternoon—each one as pretty as icing on a cake.

Far left, 4154: Judy's showing off her spun sugar blouse, all tucked and puffy-sleeved, with a velveteen skirt as full and orange as a pumpkin.

Sizes 2 to 6. 50¢.

Left, 4121: Chris likes the "little-girl-blue" look, wears it sweetly suit-able in two parts navy velveteen with a lacy collar frosting the box jacket.

(Blouse, not shown, included in the pattern).

Sizes 2 to 6. 50¢. Amity velveteen.  
This page, 4060: Susan's a color-girl; loves her twirly-skirted, print dress with its velvet, six-button jacket. Sizes 7 to 14. 50¢. Lowenstein cotton. Martin cotton velvet.

4060



## LIFE OF THE PARTY

Parties aren't any fun unless you can lick your fingers and wear your prettiest dress like this winsome trio.

Left, 4087: Miss Cake-Server plays princess in a gold dress of sculptured velvet. Designed for the chubby figure in sizes 8½ to 14½. 45¢. Martin velvet.

Right, 4120: her guest's in lace-trimmed blue taffeta with puffs of sleeve and skirt. Sizes 1 to 6. 45¢. Far right, 4067: her friend likes her taffeta pink, with ribbons and lace. Sizes 1 to 6. 45¢. Stehli's Chromospun acetate taffeta.

4087





## Under the tree

Starting here, 14 pages of gifts custom made by *you*. These 32 ideas for both young and old are fun to sew, fun to receive—and made to order to please everyone on your list. Begin now, scissors in hand, armed with your imagination working full speed ahead—and then relax and enjoy the happy holiday season.



Right, 4117:  
brother and sister  
share the glee  
of the holidays  
in similar brass-  
buttoned suits.  
Both, U.S. Royal  
fabrics by  
Greenlaw.  
Sizes 2 to 6. 50¢.  
Backviews begin  
on page 184;  
yardages, page 188.

4117



SOMOBOFF

# Under the tree for the lady of the house

**Button cufflinks,**  
above right. Elegant  
buttons turned into cuff-  
links. Run a double  
thread through two  
buttons, fasten securely.  
Work over thread  
with blanket stitch.

**Fringed sash,**  
upper right. A pick-  
me-up for a simple  
dress, a sash of  
Consolidated's woven  
banding. Cut the band-  
ing to waist measure  
plus 22" for tie ends.  
Machine stitch  $1\frac{1}{2}$ "  
from each end.

Fringe to stitching line.

**Curler cap,**  
right. A frothy cap  
to keep her  
curlers covered.

**Cosmetic case,** right.  
A bag that holds a  
comb and cosmetics and  
is indispensable inside  
a suitcase or handbag.  
For "how to" directions, for  
curler cap and cosmetic  
bag see pages 22-23.





3998

Scarf of silk,  
left. Cut one whole  
square from a  
scarf print. Stitch  
edge of print on four  
sides. Trim close to  
stitching. Turn in  $\frac{1}{8}$ ", turn  
again and hand hem.

Blouse-slip, left, 3998. A way  
to keep the blouse inside  
the skirt — attach a slim slit  
to it. Fabric, Rosewood Estro  
acetate. Sizes 10 to 20. 50¢.



## Under the tree for the teenagers

For the young fashionables on your gift list, here's a group of easy-to-sew and inexpensive waist cinchers and a festively fringed, knit tube skirt.

**Rick rack and bells**, left. Makes a sash of polished cotton twice as gay.

**Zig-zag belt**, below. Interlocked rick rack with tailored buckle.

**Fringed sash**, right. Beige and brown bias tape sewn to belt backing with the ends left to look like fringe.

**Mad money belt**, far right.

Made of braided bias tape, the ends jingly with coins from a penny bank.

**A tube of knit**, right, 4091. It's gathered to fit with elastic. Ball fringe adds an extra bouncy touch. Crestwood double knit.

Sizes 23½ to 28. 45¢.

Sew two 5-yard lengths of Consolidated's ball fringe together, then sew the double thickness of tape to skirt with rows spaced about 4" apart.

For "how to" directions, for belts see pages 22-23.



4091



## Under the tree just for fun

**Colorful hangers,** above.

Wire hangers bound with Wright's Bias Tape to brighten a pampered closet.

**Shopping bag,** above right. A fringed denim tote bag for carrying home the groceries, with a handy pocket for pad and pencil.

**Eyeglass case,** right. Soft suede patches made into a lens-protecting eyeglass case from E-Z leather patches.

Cut two pieces  $7\frac{1}{4}'' \times 4''$ . Sew together in  $\frac{3}{8}''$  seam and pink the edges.

Trim with flirtatious eye cut from suede.

**Velvet headbands,** opposite top. Bands of velvet ribbon to keep wispy ends in place.

**Appliquéd overblouse, below, 4129.**

A tunic for you to wear while trimming the tree. Here it's easily appliquéd with Bondex Hot Iron patches and bits of trimming.

Cut the shapes of the ornaments from the Bondex. Press in place on tunic. Sew on interlocked rick rack and sequins. Sizes 9 to 16. 60¢.

For "how to" directions, for the hangers, shopping bag and headbands see pages 22-23.



Pajamas, right, 4016.  
They look like an  
artist's smock and pants,  
for dreaming of Santa  
Claus and the glittering  
Christmas tree.  
Sizes 1 to 6. 45¢.



2328



## Under the tree holiday ideas for children

3701



Trimmed bib, above.

It looks like Daddy's jacket,  
made from a terry washcloth.

Jaunty pillow pal, above left, 2328.

Simple-to-Make. One size. 50¢.

Happy duck, above, 3701. He stands  
on his own yellow feet. One size. 45¢.

For "how to" directions, for the bib see pages 22-23.

Here are some gifts designed for the younger set. Some of them are practical, some are fun — and all are touched with whimsy. A little girl and her friend, below, 4135. A stuffed doll that looks like its mommy, even to long blond braids. Both are dressed in Quadriga Cloth by Ely & Walker. Sizes 1 to 6, 50¢.



4135

# Under the tree to please the men



**Dad's classic sportshirt,**  
left, 3875. Of cotton and  
wool plaid by Dumari.

Neck sizes 14 to 16½, 50¢.

**Son's reversible vest,**  
left, 4161. Cone Mills  
corduroy. Sizes 4 to 16. 45¢.

**Dad's vest,** right, 4160,  
sizes 32 to 44. 50¢.

**Son's shirt,** 3873,  
sizes 4 to 16. 45¢.

3875

4161



3873

4160



3660

Striped necktie,  
right, 3660.

Here in his favorite  
colors, or perhaps in his  
school colors! Make a  
patchwork stripe of scraps  
of fabric, then cut the tie.

One size. 35¢.

For "how to" directions,  
see pages 22-23.



4007

Men's pajamas,  
right, 4007.

These are newly  
proportioned for  
better fit. Sizes small,  
medium, large and  
extra large. 50¢.

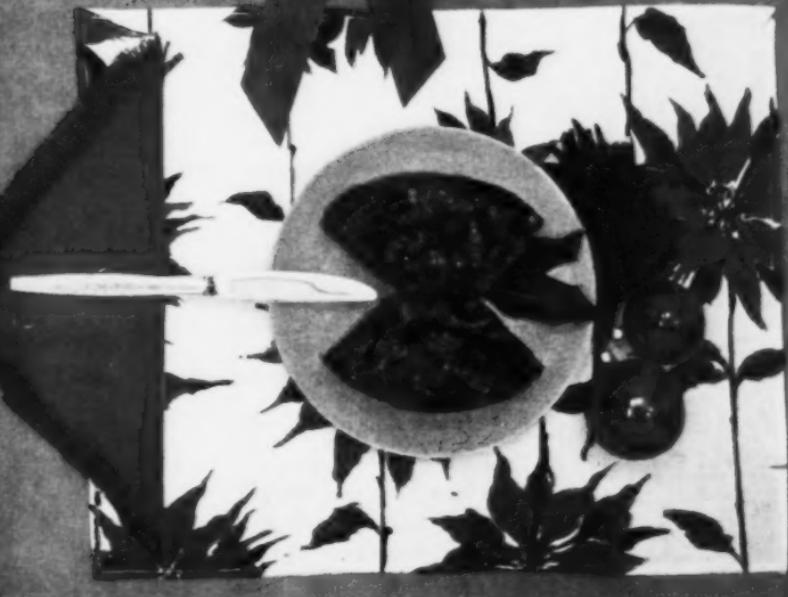
## Under the tree for the home

A festive table is one of the easiest ways to help make a party fun. Here are quick and easy-to-make gifts for your home or for your favorite hostess.



**Table linen,** above. A striped terry toweling placemat rimmed with fringe and an old-fashioned tablecloth of a circle of felt.

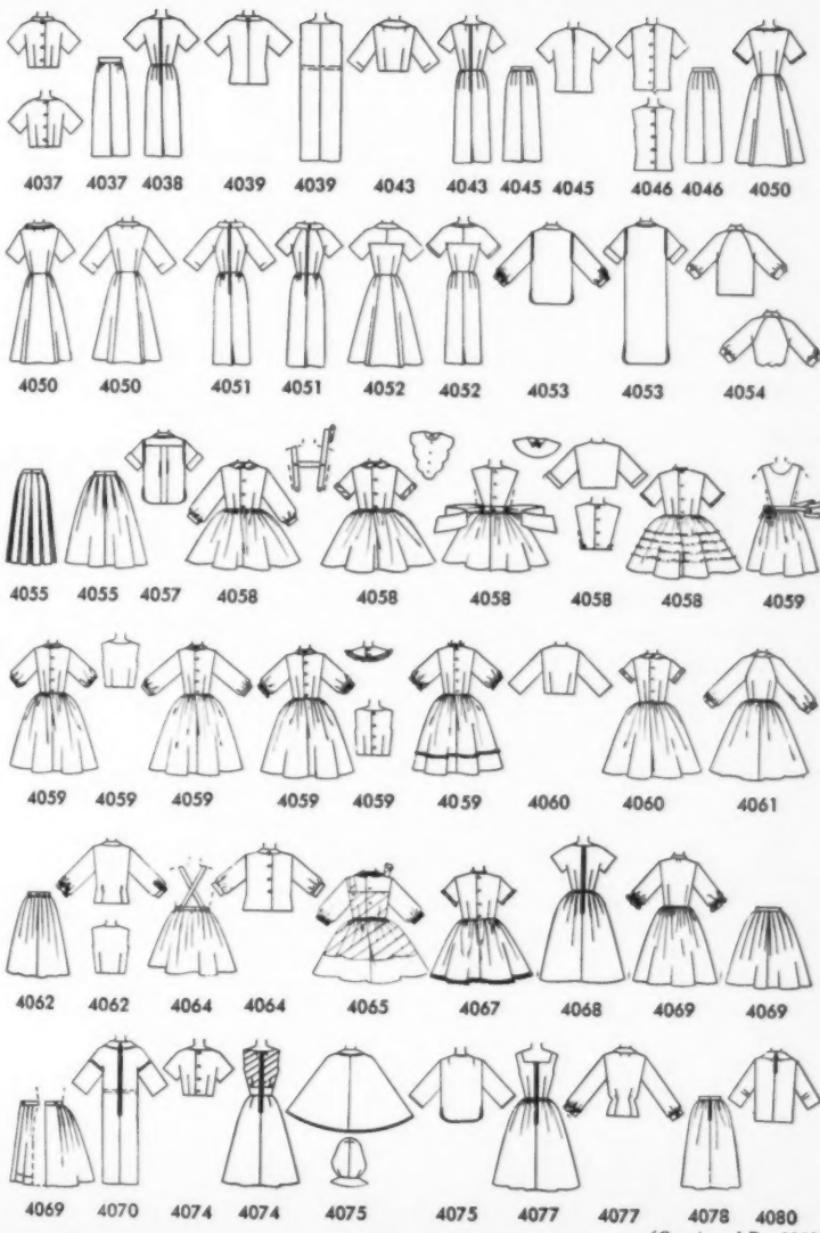
**Wreaths of rick rack**  
left. These rim your  
plate and glasses.  
**Placemats, below.**  
Make them of Indian  
Head prints and plains.  
For "how to" directions,  
see pages 22-23.



**BACKVIEWS for styles shown on pages 26 through 183**

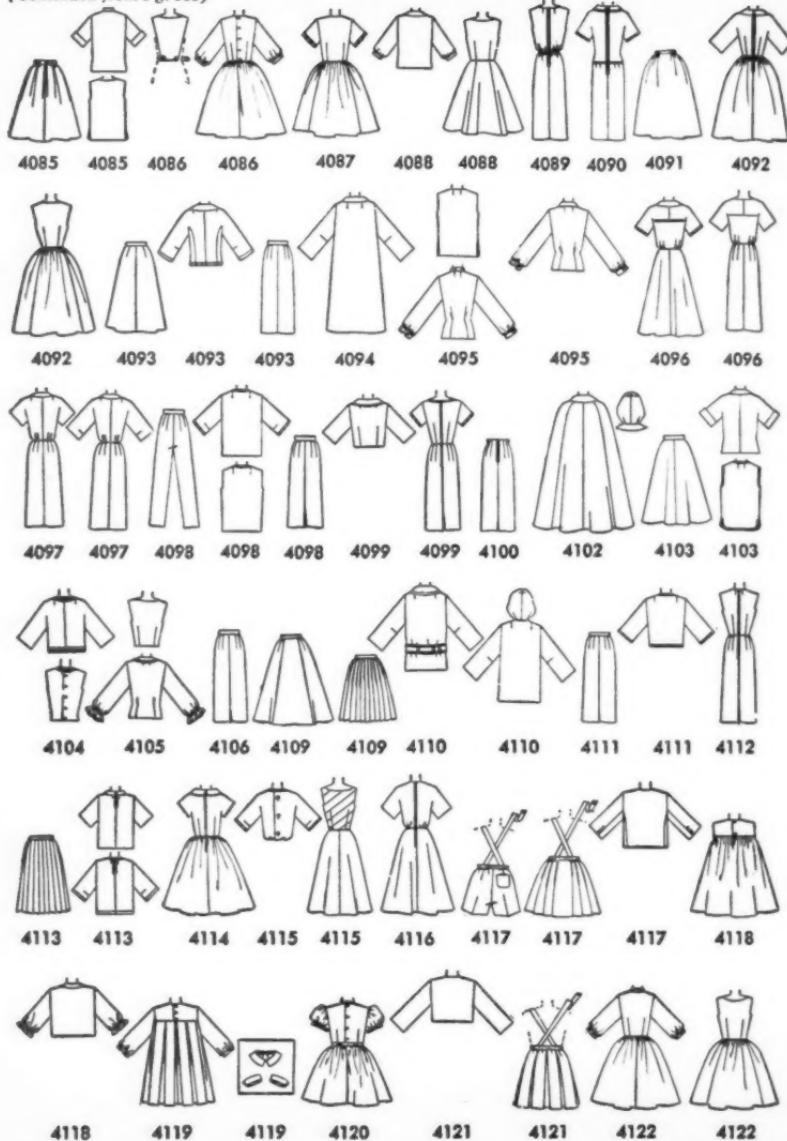
Cover

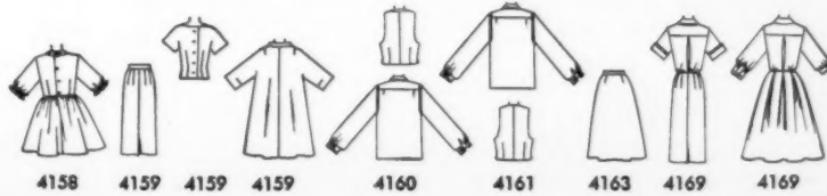
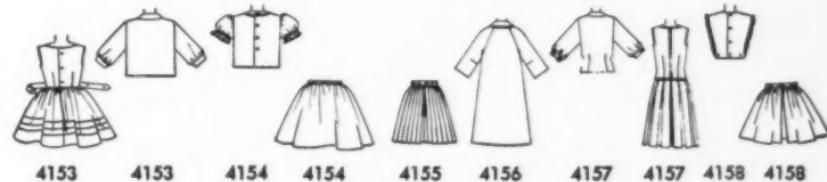
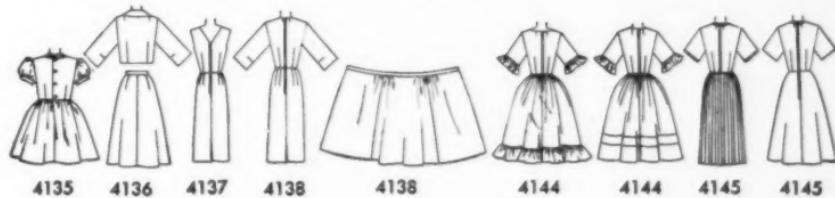
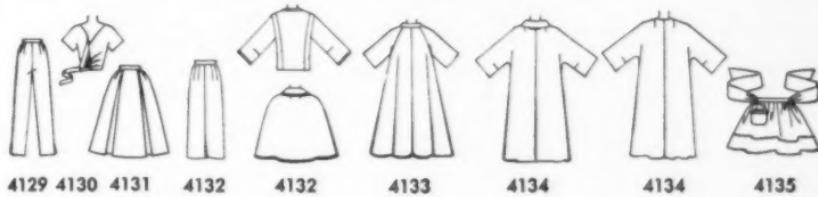
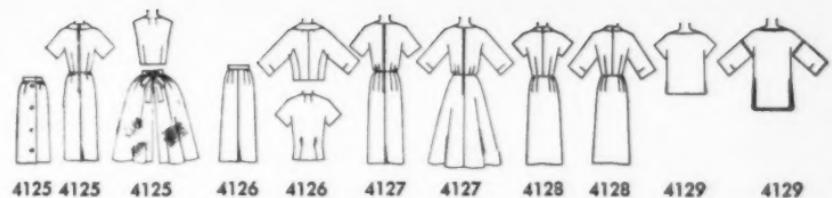




(Continued Pg. 186)

*(Continued from Pg. 185)*





# APPROXIMATE YARDAGES

*for pages  
26 through 183*

All Simplicity Patterns are printed. Patterns are 35, 45, 50, 60 or 65 cents. Yardages are given here in only one size to serve as estimates. Check yardages for your size on the back of the pattern envelope before buying fabric.

NO.	PAGE	SIZE	YARDS	WIDTH
2195	75, 141	14 long sleeved ..	1 1/8	45"
	80	14 short sleeved. 2 1/8	36"	
2328	178	one size .....	3 1/2	36"
3257	64, 77	26 skirt .....	1	54"
	84	26 pants .....	1 1/8	54"
3654	77	4 .....	3 1/4	36"
3660	181	one size .....	1/4	36"
3701	178	one size .....	3 1/2	36"
3873	181	6 .....	1 1/8	45"
3875	180	15" .....	2 1/8	54"
3922	80	26 .....	1 1/4	54"
3933	70	14 .....	2 1/2	36"
3998	173	14 .....	2 1/8	45"
3999	88, 89	26 .....	1 1/4	54"
4007	181	Med. .....	6 1/8	36"
4009	148	10s .....	2 1/4	36"
4010	142	14 short sleeved. 3 1/4	54"	
	143	14 3/4 sleeved .. 4 1/8	45"	
4013	135	14 top .....	2 1/2	36"
	135, 140	14 pants .....	2 1/2	36"
4015	164	2 blouse .....	7 1/8	36"
	164	2 jumper .....	1	36"
	165	2 shirt .....	3 1/4	36"
	165	2 overalls .....	1	36"
4016	178	4 top .....	1 1/8	45"
	178	4 pants .....	7 1/8	45"

NO.	PAGE	SIZE	YARDS	WIDTH	NO.
4017	160	6 shirt .....	1 1/2	36"	4051
	160	6 pants .....	1 1/4	54"	
4018	161	2 top .....	1	45"	4052
	161	2 pants .....	1 1/8	45"	
4019	162	4 dress .....	1 1/8	45"	4053
	162	4 apron .....	7 1/8	45"	
4020	145	10s .....	2 1/2	36"	4054
4022	69	14 scoop necked .	2 3/8	45"	
	136	14 3/4 sleeved ...	2	54"	
4023	68	14 .....	2 3/4	45"	4055
4025	129	14 .....	3	54"	4056
4026	41	14 dress .....	1 3/4	60"	4057
	41	14 jacket .....	1 1/8	60"	
4027	127	14 blouse .....	1 1/8	45"	
	127	14 weskit .....	5 1/8	54"	
	127	14 skirt .....	1 3/4	54"	
4028	72	14 suit .....	3	45"	
	72	14 overblouse ..	1 1/8	45"	
4029	139	14 .....	7 1/8	54"	4058
4030	42	14 .....	1 1/8	60"	
4031	43	14 capped sleeved 1 1/2	54"		
	128	14 short sleeved. 1 1/4	54"		
4032	136	14 .....	2	54"	
4034	31	14 .....	3 1/8	45"	
4036	66, 85	14 .....	3 1/8	45"	
4037	60, 71	14 collarless over-			4060
		blouse and skirt 2 5/8	45"		
3922	80	26 .....	1 1/4	54"	4061
3933	70	14 .....	2 1/2	36"	4062
3998	173	14 .....	2 1/8	45"	
3999	88, 89	26 .....	1 1/4	54"	4064
4007	181	Med. .....	6 1/8	36"	
4009	148	10s .....	2 1/4	36"	4065
4010	142	14 short sleeved. 3 1/4	54"		
	143	14 3/4 sleeved .. 4 1/8	45"		
4013	135	14 top .....	2 1/2	36"	4067
	135, 140	14 pants .....	2 1/2	36"	4068
4015	164	2 blouse .....	7 1/8	36"	4069
	164	2 jumper .....	1	36"	
	165	2 shirt .....	3 1/4	36"	4070
	165	2 overalls .....	1	36"	4072
4016	178	4 top .....	1 1/8	45"	
	178	4 pants .....	7 1/8	45"	4074

NO.	PAGE	SIZE	YARDS	WIDTH	NO.	PAGE	SIZE	YARDS	WIDTH		
4051	63	14	short sleeved .	1 1/8	54"	4075	88	14	poncho and		
	63	14	3/4 sleeved ...	2	54"		140	14	hood .....	1 1/8	54"
4052	106	14	slim skirted ..	2 1/2	45"	4077	138	14	jerkin .....	1 1/8	54"
	107	14	gored skirted ..	3 1/8	45"		138	14	blouse .....	2 1/2	36"
4053	78	14	short sleeved .	3 1/8	36"	4078	132	26	jumper .....	2 1/2	45"
	134	14	long sleeved ..	2 1/2	36"		4080	40	14	.....	7
4054	62	14	3/4 sleeved ...	2 1/2	36"	4085	163	8 1/2c	blouse .....	1 1/4	54"
	62	14	drawstring				163	8 1/2c	top and skirt.	1 1/2	36"
			at waist .....	2 1/4	36"				.....	3 1/2	54"
4055	62	26	.....	2 1/2	45"	4086	161	8 1/2c	.....	3 1/2	45"
4057	140	14	.....	2 1/2	36"	4087	168	8 1/2c	.....	3	36"
4058	156	4	long sleeved ..	2 1/8	36"	4088	155	8 1/2c	blouse .....	1 1/2	36"
	156	4	short sleeved .	1 1/4	36"		155	8 1/2c	jumper .....	2 1/2	36"
	156	4	suspenders ...	1/4	36"	4089	37	14	.....	1 1/8	60"
	156	4	plastron .....	5/8	36"	4090	36	14	.....	2	60"
	156	4	popover .....	5/8	36"	4091	175	26	.....	1	54"
	157	4	apron .....	1 1/8	36"	4092	126	14	jumper .....	4 1/2	45"
	157	4	collar and cuffs	5/8	36"		126	14	dress .....	3	45"
	157	4	jacket .....	3/4	36"	4093	27	14	slim skirted ..	2 1/2	54"
	159	8	3/4 sleeved ...	2 7/8	36"		82	14	gored skirted ..	2 1/2	54"
	158	8	long sleeved ..	3	36"	4094	92	14	.....	3 1/2	54"
4059	158	8	apron .....	1 1/8	36"	4095	84	14	lace-trimmed		
	158	8	popover .....	5/8	36"				blouse .....	2	45"
	158	8	collar .....	5/8	36"		132	14	band-collared		
	159	8	weskit .....	5/8	36"				blouse .....	2 1/2	36"
	167	8	dress .....	2 5/8	45"	4096	118	14 1/2	jerkin .....	1 1/8	45"
4060	167	8	jacket .....	1	45"		118	14 1/2	yoke .....	1 1/4	45"
4061	79	8	.....	2 7/8	45"				bodice and		
4062	81	8	blouse .....	1 1/8	36"				slim skirt .....	2 1/2	45"
	81	8	weskit and				119	14 1/2	gored skirted ..	3 1/2	36"
			skirt .....	2 3/8	45"	4097	120	14 1/2	short sleeved ..	3 1/2	45"
4064	75	4	blouse .....	1	36"		121	14 1/2	3/4 sleeved ...	3 1/2	45"
	75	4	skirt .....	1 3/4	36"	4098	108, 109	14	sleeved jacket ..	1 1/8	54"
4065	79	4	yoke and				108, 109	14	skirt .....	1	54"
			skirt band .....	1 1/8	45"		109	14	sleeveless		
	79	4	bodice and skirt	1	45"				jacket .....	1 1/4	54"
4067	169	4	.....	2 1/4	36"	4099	109	14	pants .....	1 1/8	54"
4068	143	14	.....	2 7/8	45"		112	14	dress .....	2 1/4	45"
4069	144	10s	dress .....	3 1/8	36"		112	14	dress and jacket	3 1/4	45"
	144	10s	overskirt .....	2 7/8	45"	4100	132, 133	26	.....	1	54"
4070	35	14	.....	2	54"	4102	91	14	.....	3 1/2	54"
4072	Cover	14	dress .....	1 5/8	60"	4103	142	14	blouse .....	1 1/8	45"
	Cover,						142	14	weskit .....	1	54"
4074	57, 94	14	coat .....	2 7/8	54"		142	14	skirt .....	1 1/4	54"
	137	14	.....	2 7/8	54"						

(Continued on Pg. 190)

(Continued from Pg. 189)

NO.	PAGE	SIZE	YARDS	WIDTH	NO.	PAGE	SIZE	YARDS	WIDTH	
4104	64, 133	14	blouse	1	54"	4133	95	14	.....	3 45"
			jacket	1 1/8	54"				collarless	3 54"
4105	132	14	blouse	1 1/4	45"	4134	86	14	stole	1 54"
			weskit	7/8	36"				collared	3 1/4 54"
4106	139	14	.....	7/8	54"	4135	179	4	dress	1 1/8 36"
4109	140	26	gored skirt	1 1/4	54"	179	4	apron	.....	3/4 36"
			kilt skirt	1 1/8	54"				doll	1 1/2 36"
4110	77	14	double	.....	.....	179	4	doll's dress	3/8	36"
			breasted	2 1/2	54"				doll's apron	1/4 36"
4111	83	14	hooded	2 1/2	54"	4136	59	14	.....	3 1/2 54"
			.....	3 3/4	36"				.....	3 1/4 36"
4112	73	14	.....	3 1/4	36"	4138	61	14	dress	3 45"
4113	147	10s	skirt	2 3/8	45"	4144	45	9jp	overskirt	1 1/2 45"
			147	10s	3/4 sleeved				jewel-necked	3 3/8 45"
4114	149	10s	overblouse	1 1/4	45"	4145	50	9jp	scoop necked	4 54"
			.....	1 1/4	45"				pleated skirted	3 3/8 45"
4115	28	14	short sleeved	.....	.....				gored skirted	2 1/8 54"
			overblouse	.....	1 1/4				slim skirted	1 1/4 54"
4116	33	14	.....	2 1/4	54"	4146	48	9jp	dress	1 1/8 54"
			jacket and skirt	2	45"				jacket	2 54"
4117	171	4	jacket and	.....	.....	4148	128	14	.....	3 1/8 45"
			pants	1 1/2	54"				blouse	1 1/4 36"
4118	153	4	blouse	1	36"	4149	146	10s	weskit	7/8 54"
			smock	2	36"				skirt	1 1/4 54"
4119	80	4	.....	2	45"	4150	146	10s	kilt skirt	1 1/2 54"
4120	169	4	.....	2 1/8	36"	4151	148	10s	gored skirt	3/4 54"
4121	166	4	.....	2 1/4	36"	4152	151	4	collarless	1 1/4 36"
4122	154	8	jumper	2 3/8	45"	4153	152	4	collared	1 1/4 36"
			dress	2 3/4	36"				blouse	1 36"
4125	130, 131	14	dress	2 1/2	45"	4154	166	4	jumper	1 1/4 36"
			weskit	1	45"				blouse	1 36"
4126	130	14	.....	1	45"	4155	163	8	skirt	1 1/8 54"
			slim overskirt	1 1/2	45"				.....	2 1/8 54"
4127	131	14	full overskirt	3/4	45"	4156	77	8	blouse	1 1/2 36"
			.....	2 1/4	45"				jumper	2 1/2 36"
4128	116	14 1/2	blouse	1 1/2	45"	4157	75, 155	8	dress	2 1/8 36"
			suit	2 1/2	54"				pinafore	1 1/4 36"
4129	117	14 1/2	full skirted	2 3/4	54"	4158	152	4	.....	1 1/4 36"
			slim skirted	2 3/4	45"				suit	3 7/8 54"
4130	113	14	short sleeved	3 1/2	45"	4159	125	14	blouse	1 1/8 54"
			3/4 sleeved	4	36"				.....	2 1/8 36"
4131	79, 177	14	tunic	1 3/4	54"	4160	181	38	shirt	3/8 36"
			pants	1 1/2	54"				vest	1 1/8 36"
4132	135	14	top	1	54"	4161	180	6	shirt	5/8 36"
			.....	2	45"				vest	1 1/8 54"
4133	70	14	.....	2	45"	4163	40	26	.....	1 1/8 54"
4134	75	26	.....	2	54"	4169	46	9jp	slim skirted	3/4 36"
4135	90	14	.....	4 1/4	54"	47	9jp	.....	full skirted	4 1/2 45"

# SHOPPING INFORMATION

## for Fall-Winter 1961

If you would like information regarding the store in your vicinity which carries accessories featured in this issue, write directly to the manufacturers listed below. (Unless otherwise indicated, all of them are located in New York City.)

### Beauty Products

Throughout this issue, lipsticks, nail polish and liquid make-up base by Coty, Inc., 423 West 55th Street

All mascaras, eye shadows and eyeliners by Maybelline, Inc., 5900 Ridge Avenue, Chicago 26, Illinois

### Belts

Pages 46, 50, 51, 75, 80, 128, 129, 134  
Calderon Belts & Bags, Inc., 389 Fifth Avenue

### Fur Accessories

Pages 30, 31, 83, 85  
Winter Furs, Inc., 224 West 30th Street

### Gloves

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Fownes Bros. & Co., 411 Fifth Avenue

Pages 86, 87, 88, 91, 93, 95, 107, 108, 112, 113, 116, 117, 118, 119, 120, 121, 122, 123, 125  
The John E. Fuchs Corp., 14 East 38th Street

Cover, pages 27, 28, 29, 31, 32, 33, 38, 39, 41, 42, 45, 57, 59, 60, 63, 64, 65, 66, 67, 68, 69, 70, 87, 90, 92, 94, 114, 115, 127, 128, 129, 131, 133, 136, 137

Kislav, 437 Fifth Avenue

### Handbags

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Britemode, 393 Fifth Avenue

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Coblenz Bags, Inc., 14 East 33rd Street

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Greta Originals, 12 East 33rd Street

Back Cover, pages 120, 121, 133

Park Lane Handbag Co., 14 East 33rd Street

### Hats

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Esperance, 26 East 55th Street

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John Frederics, Inc., 6 West 57th Street

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Winter Furs, Inc., 224 West 30th Street

### Jewelry

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Brania, Inc., 389 Fifth Avenue

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Coro, Inc., 47 West 34th Street

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Marcella, Inc., 385 Fifth Avenue

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Monet Jewelers, 6 West 32nd Street

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Richelieu Corp., 393 Fifth Avenue

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Nettie Rosenstein Accessory Corp.,  
730 Fifth Avenue

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Westbury, Long Island, New York  
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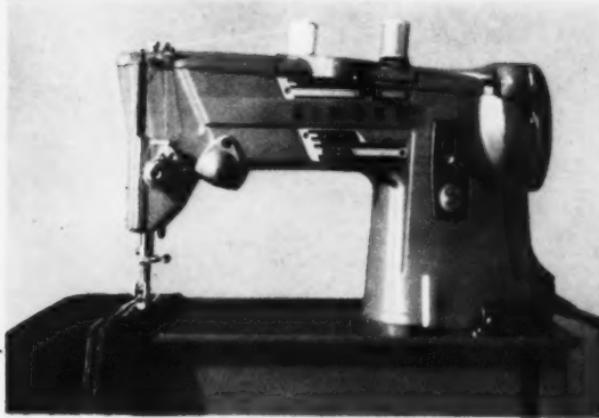
## Toys

- Skye terriers, pages 160, 161  
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## Beading Information

The jet beading shown on pattern 4104 on  
page 64 was done for Simplicity by Frantex  
Novelties, Inc., Dept. SM, 151 West 28th Street,  
New York 1, New York. Write directly to them  
for information on costs, fabric cutting and  
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